

Advertising Age

Entered as second-class matter Jan. 6, 1932, at the post office Chicago, Ill., under the act of March 3, 1879. Copyright, 1954, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

April 12, 1954
Volume 25 • Number 15
15 Cents a Copy • \$3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE. 7-1336
NEW YORK 17
801 Second Ave. • MU 6-8180

GOP Mapping Big TV Campaign for Fall Congressional Races

WASHINGTON, April 7—Republican political leaders made it clear today that they are planning to move into tv in a big way this fall.

In a pep talk to 1,200 women attending a GOP centennial meeting here today, Robert Humphrey, campaign director of the Republican National Committee, said there will be network broadcasts in as many as 190 markets during "the biggest off-year election campaign in the nation's history."

He told the women, "TV is expensive. We are counting on you to go out and raise the money."

■ He explained that the Republicans won in 1952 after deciding there was no truth to the slogan that a big vote is a Democratic vote.

He said the GOP got the larger percentage of "extra" votes brought to the polls by the 1952 get-out-the-vote campaign. He expects that Republicans will benefit again from a big vote this fall. Sketching the rising importance of video, he pointed out that tv reached only 17,000,000 of an estimated 44,000,000 U.S. homes in 1952 in a maximum of 65 markets. By this fall, he said, it will reach about 32,000,000 of an estimated 47,000,000 homes in 280 markets.

Mr. Humphrey said tv is particularly influential in the "critical districts and states" where Republicans hope to pick up enough seats
(Continued on Page 73)

Citrus Commission Gets \$3,000,000 Budget Proposal from JWT; Radio Out, TV Upped

LAKELAND, FLA., April 7—The Florida Citrus Commission and industry advisory committees today took under advisement a \$3,000,000 advertising program recommended for the 1954-55 season by J. Walter Thompson Co., the commission's advertising agency since 1950.

Members of three industry committees—representing growers, fresh fruit shippers and processors—will meet here again April 15 to relay their recommendations to the citrus commission, which at that time presumably will either approve the program, ask the agency to make revisions in it, or possibly invite other agencies to make presentations.

■ The proposed program, about \$500,000 larger than the current season's budget, would raise television expenditures sharply at the expense of radio, would raise newspaper outlay substantially by adding Sunday supplements, and would decrease magazine space slightly.

The biggest single item proposed is approximately \$1,000,000 for tv (\$685,000 for three-a-week participations in the "Today" tv show and \$314,800 for spots on major networks).

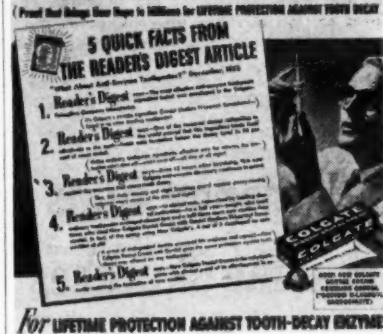
The agency recommends eliminating all radio, and putting \$838,000 into newspapers, *The American Weekly*, *This Week Magazine*,

Reader's Digest Reports: ONLY NEW COLGATE DENTAL CREAM with Miracle Anti-Enzyme Ingredient GARDOL HAS THE CLINICAL PROOF!

5 QUICK FACTS FROM THE READERS DIGEST ARTICLE

1. Reader's Digest
2. Reader's Digest
3. Reader's Digest
4. Reader's Digest
5. Reader's Digest

FOR LIFETIME PROTECTION AGAINST TOOTH-DECAY ENZYME



'SPECIAL'—Colgate dental cream is quoting the Reader's Digest report on tooth-pastes in magazine ads like this as well as on radio and tv. The Digest is "against having any reference to consumer products mentioned in the Digest in any form of advertising or promotion." Colgate's ad, however, "was approved under special circumstances."

A Case of Outtumbling?...

Nobody's Rushing to Pick Up Tab for McCarthy's 'See It Now' Film

NEW YORK, April 8—There was a good deal of speculation in tv circles this week as to who is going to pay for the production of the Sen. McCarthy film aired Tuesday on Alcoa's "See It Now" show (CBS).

The speculation existed despite

and 26 weeks of Nancy Sasser. Magazines would get \$762,000 (26 half-pages in *The Saturday Evening Post*, 13 half-pages in *Look*, 12 half-pages each in *Ladies' Home Journal* and *Better Homes & Gardens*, all in full color).

This schedule eliminates *Life* and adds *Look* and *Better Homes & Gardens*.

■ Jack Forshew, who made the major portion of the presentation for JWT, said magazines would carry the heaviest part of the orange advertising, tv would be heaviest on grapefruit, and newspapers would have about an even break between the two fruits.

He added that the program has been designed to provide opportunity for maximum promotional support from the commission's merchandising division and from the trade.

■ Citrus Commission advertising funds are provided by a per-box tax on all oranges, grapefruit and tangerines moving in commercial channels, so the size of the budget is determined by volume of fruit marketed.

The consumer advertising budget has been around \$2,500,000 for the past three years, but increasing crops are providing additional money. Much of the increase in recent years, however, has gone into the merchandising program.

Columbia Scoops Dealers with New Record Club Plan

CHICAGO, April 8—Columbia Records Inc., New York, seems to have pulled a scoop on everybody, including its dealers, with a local mail order "Family Record Club" merchandising plan which it launched in this area last week.

Both Sampson Co., the local distributor, and Illinois and Indiana dealers were as surprised as anyone when a select list of "charter member" prospects started receiving announcement mailings. As outlined in a 5" 78 r.p.m. record included in the mailing, the plan is as follows:

Prospective members can participate in one or all of three different programs, one covering Co-
(Continued on Page 69)

NEW STANDARD PREMIUM GASOLINE

designed for knock-proof performance to give you all possible "NEW CAR POWER" whatever the age of your car.



STOPPER—A readership study by Publication Research Service, Chicago, found that this ad stopped 69% of men motorists in St. Louis and 39% read it, the highest score for gasoline product advertising ever measured by Publication Research Service. McCann-Erickson, Chicago, prepared the black and red ad for Standard Oil Co. of Indiana.

Coffee Price Hikes May Lift Instant's Sales 28% in 1954

NEW YORK, April 9—With coffee slowly edging its way toward \$1.50 a pound, instant coffee makers had a full, rich look this week.

The instant business had been doing fine, anyhow, but its sudden price advantage over regular coffee is just what the market analyst ordered.

Instant coffee has grown from about 5% of grocery coffee sales to about 10%. The amount of money involved has moved up from nearly \$45,000,000 in 1948 to \$195,000,000 in 1953. The optimists in the industry see 1954 as a \$250,000,000 year—an upward leap of 28%.

All the instants were in full cry this week, sounding off with the economy story and hammering away at the coffee market—historically a fantastically price-conscious market. This factor previously enabled many a local or regional blend to undercut national blends by a few cents and remain top dog in an area.

■ Although there are about 100 brands of instant coffee, most are
(Continued on Page 69)

Last Minute News Flashes

Oscar Mayer & Co. Test Markets Cookie Dough

CHICAGO, April 9—Oscar Mayer & Co., meat packer, is testing four cookie doughs in Wisconsin and Detroit. The dough, refrigerated but not frozen, is packed in Saran tubes of the type used by Mayer for its liver sausage and other soft meat products. Sherman & Marquette, Chicago, is the agency.

Old Discovery Distilling Names Reach, Yates

DENNINGTON, N. J., April 9—Old Discovery Distilling Co. has moved its account from Lewis Advertising Agency, Newark, to Reach, Yates, & Mattoon, New York.

Laughlin-Wilson-Baxter to Handle Hambro Car Ads

NEW YORK, April 9—Hambro Trading Co. of America has moved its account from Victor A. Bennett Co. to Laughlin-Wilson-Baxter & Persons for national advertising of Rolls-Royce, Bentley, MG, Morris and Riley cars.

(Additional News Flashes on Page 73)

Fawcett Will Stop Publishing 'Today's Woman'

High Costs and Higher Postal Rates Are Reasons; June Will Be Last Issue

NEW YORK, April 9—"Abnormally high" publishing costs and "higher" postal rates have forced the discontinuance of *Today's Woman* after the June issue, it will be announced Monday by Fawcett Publications.

Roger Fawcett, general manager of the publishing house, said the decision to discontinue the eight-year-old monthly "was arrived at most reluctantly and only after it was apparent that continuing the magazine with today's high publishing costs would put an unfair burden on other Fawcett properties, and prevent planned improvements and expansions of those properties."

While *Today's Woman* guaranteed 1,200,000 circulation and reported advertising billing of more than \$7,000,000 for the past three years, it was revealed that the magazine has been "a loss item" for Fawcett since it was first published.

■ "We planned to be earning a profit at the end of five years, and very nearly did," said Mr. Fawcett. "The gap between profit and loss was so narrow we determined to give the magazine a further period to move into the profit column. That period is now three years, and with higher postal rates, and no relief indicated from today's other abnormally high publishing costs, the money and energy we might continue to put into the property can be invested
(Continued on Page 72)

Round Two...

AMA Loses Blast at Lorillard for Kent Rebuttal Ad

CHICAGO, April 9—The American Medical Assn. tomorrow will loose its second blast in eight days at P. Lorillard Co. for its use of an AMA survey in its advertising.

The occasion for this latest lashing of the cigaret maker is another ad, which ran in newspapers in 80-100 markets yesterday, using the *AMA Journal's* test findings to bolster claims for Kents.

The AMA's reply to the second ad condemns the Kent ads, which, the association says, "strongly imply that the AMA and the medical profession recommend to the smoking public the use of a specific filtered cigaret."

"The fact of the matter is," Dr. George Lull, secretary and general manager of the AMA, says, "that
(Continued on Page 73)

'After You've Gone' ...

High Court Decides Home-Audience Giveaway Shows Are Legal After All

WASHINGTON, April 6—In a decision which staked out in considerable detail its attitude toward lotteries and prize schemes, the Supreme Court yesterday killed a rule of the Federal Communications Commission which was designed to prevent radio and tv stations from scheduling programs involving participation by the home audience.

Adopted in 1949 at the peak of giveaway popularity, the rule was based on the assumption that giveaways involving the home audience are a form of lottery. This interpretation was immediately challenged by ABC, CBS and NBC, which argued that the commission was stretching the definition of a lottery. The rule had been suspended pending the outcome of the court test.

■ Today's 8-to-0 decision by Chief Justice Earl Warren conceded that courts have issued conflicting definitions of a lottery. The Chief Justice then proceeded to make it abundantly clear that the Supreme Court rejects any hair-splitting definition based on legal ingenuity. "It is apparent that these so-

called giveaway programs have long been a matter of concern to the Federal Communications Commission," the decision noted, and "that it believes these programs to be the old lottery evil under a new guise, and that they should be struck down as illegal devices appealing to cupidity and the gambling spirit.

"It unsuccessfully sought to have the Justice Department take criminal action against them. Likewise without success it urged Congress to amend the law to specifically prohibit them.

"The commission now seeks to accomplish the same result through agency regulations. In doing so the commission has overstepped the boundaries of interpretation and hence has exceeded its rule-making power."

■ The Chief Justice pointed out that an illegal lottery, gift enterprise or similar scheme involves three elements. These are prizes (1), distributed by chance (2) to contestants eligible because of a consideration (3). Unless all three elements are present, the scheme

(Continued on Page 36)

Polyethylene Is Hottest Thing in Packaging, American Management Assn. Group Is Told

ATLANTIC CITY, April 8—Polyethylene bags are the hottest thing in packaging material today, according to an ADVERTISING AGE survey of the American Management Assn. packaging conference here this week.

About 300,000,000 square yards of polyethylene film were used in 1952, 600,000,000 in 1953, and production is expected to go beyond the 1.2 billion mark this year.

Everybody here seems to be in polyethylene, the survey shows. A spokesman for the Bemis Bros. Bag Co. said, "Who's in the business? Anybody who has \$20,000 for a machine and a market. The demand is terrific."

■ T. W. Sharp, manager of the flexible packaging section of Bakelite Co. division of Union Carbide

& Carbon Corp., New York, estimates that more than half the fresh fruits and vegetables purchased by the U. S. housewife will soon be in these tough, translucent bags.

"The case of missing carrot and radish tops is an example of the rapid changes in buying habits being brought about by this new packaging material," he said. "These greens used to be the housewife's barometer for freshness, but were found to draw off nutritive freshness. Polyethylene not only helps preserve freshness, but also saves shipping and weight costs."

This is one segment of the market, which includes not only fruits and vegetables but also frozen meats, baked goods, candy, and even bedsheets and nuts and bolts.

■ One exhibitor, the Shaw-Randall Co., Pawtucket, R. I., has come up with a plastic cylinder treated to lure a mouse through an expandable opening that closes behind the rodent. The mouse is greeted with a jagged edge and poison within the cylinder. The dead mouse, trap and all, can then be thrown away.

Polyethylene, currently the most popular of plastics films, has been

(Continued on Page 74)

Hotpoint Aims to Sell \$60,000,000 of Its Appliances in Spring

CHICAGO, April 6—Hotpoint Co. is preparing a spring promotion which it hopes will sell \$1,000,000 worth of appliances every day for 60 days.

Featured in the new promotion are two new appliances, a spring special electric range and a new maple-top mobile dishwasher.

John F. McDaniel, v.p. of Hotpoint, described the new washer as two appliances in one—"a full-size automatic electric dishwasher and a laminated maple top."

■ The promotion breaks May 17 with a four-color spread in Life. The drive will be backed five days later on Hotpoint's tv show, "Ozzie & Harriet" (ABC).

Ads will also appear in Parade and This Week Magazine on June 13 and, for the remainder of the 60-day promotion, in American Home, Better Homes & Gardens, Ebony, Good Housekeeping, Ladies' Home Journal, McCall's and The Saturday Evening Post. Dealer aids will also be offered.

Maxon Inc. handles the national, radio and television advertising for Hotpoint.



HUGH H. JOHNSON, formerly associate media director, has been appointed media director of the Kudner Agency. Before joining Kudner in 1944, Mr. Johnson was advertising manager for the Bell Aircraft Co., and before that was assistant to the director of merchandising of the Buick motor division of General Motors.



OPENING GUN—This spread, slated for the April 19 Life and the May issues of Good Housekeeping and McCall's, marks the return of American Can Co. to consumer advertising (AA, March 22). The copy plugs regional meals, offers a booklet on quick meals prepared from cans for 15¢, and wars against the old bugaboo of leaving food in cans. Canning business papers carried advance advertising, as did Chain Store Age, NARGUS Bulletin, Progressive Grocer and Supermarket Merchandising. Young & Rubicam is the agency.

World-Wide in Scope ...

Largest Fund-Raising Agency Aims Big New Ad Program at the Churches

Wells Organizations Inc. Expands from Church to Business Publications

CHICAGO, April 6—When F. Herbert and Lewis G. Wells, father and son, fly off this week to Australia, New Zealand and the Fiji Islands, they will be partly vacationing—but only partly.

Their five-week island-hopping itinerary is also aimed at filling in several more links in what is fast becoming a worldwide operation—the church fund-raising concern which bears their name.

Wells Organizations Inc. has been incorporated only since 1947, and has been devoting itself exclusively to directing fund-raising efforts by individual churches only since 1951. Yet today, it has, besides its Chicago headquarters, 27

regional offices in the U. S. and Canada, more than 300 employees, and an active clientele which will come to more than 1,000 churches in 1954 alone.

■ Furthermore, less than a year after launching its first ads, Wells became a big advertiser, spending at the rate of around \$400,000 per year (including \$100,000-\$150,000 in magazines). Measured in fees, amount of funds raised, or any other criterion, Wells has doubled in size every year since its founding, according to Joe W. Edwards, the firm's advertising manager.

And a year ago, it became the world's largest fund-raising organization, according to Mr. Edwards, passing up the American City Bureau, Chicago, for that honor.

Wells started its general adver-

(Continued on Page 54)

28 Merchandising Ad Campaigns Win ABP Awards

Robert Young Tells Group U. S. Railroads Are 'Behind Times'

NEW YORK, April 6—The fifth annual awards for advertising in merchandising publications, conducted by Associated Business Publications, were presented to 28 companies and their agencies today. The awards were made at a joint meeting of the Sales Executives Club and ABP.

The first prize winners receiving plaques in seven divisions were:

Division 1 (to introduce new products or new packaging): Servel Inc., Evansville, Ind., maker of gas refrigerators and air conditioners. Agency: Hicks & Greist, New York.

Division 2 (to promote product features and give product information): Dormeyer Corp., Chicago manufacturer of electric food mixers, fryers, blenders and other products. Agency: John W. Shaw Advertising, Chicago.

Division 3 (to merchandise consumer advertising to the trade): Wings Shirt Co., New York. Agency: Zlowe Co., New York.

Division 4 (to link merchandise with seasonal promotion): Dona-

(Continued on Page 40)

This Is Industrial Advertising's Big Year, New York Conference Speakers Agree

NEW YORK, April 6—Speakers at the Industrial Advertising Assn. of New York conference yesterday emphasized that 1954 is "the big year for industrial advertising."

Carlton H. Winslow, v.p. of sales, Cuno Engineering Corp., Meriden, Conn., in the keynote address, said that advertising and selling must be brought to "new peaks of efficiency."

Alfred V. Bodine, president of Bodine Corp., Bridgeport, Conn., added, "To stop advertising in time of trouble is like stopping the clock to save time."

■ H. G. Sawyer, marketing v.p. of James Thomas Chirurg Co., urged more objective thinking in advertising, selling and market research: "Most sellers are com-

U. S. Gives Mild Slap to Brewers for Copy Claims

Asks for Precise Ads If Calorie Count Is Continued as Theme

NEW YORK, April 6—The Alcohol and Tobacco Tax division of the Treasury Department today warned brewers that caloric contents ought to be clearly stated in advertisements, and that the actual caloric content of beer should be as clearly stated as the low-calorie claims of the brewer.

Otherwise, the long-awaited letter of the ATTD to the brewing associations (AA, March 29) was much closer to a slap on the wrist than a blow with a bung starter.

The letters turned out (to paraphrase a Piel's commercial) to be about as mild as a reproof can be. Although the letter mentions previous objections and the fact that some brewers have agreed to modify their copy, the only suggestion to brewers is that they reshape their claims so that they are all in line by summer.

■ The director of the ATTD, Dwight E. Avis, asked that members of the associations be informed of the government's views, and the associations were apparently delighted to pass them along.

Here is the text of Mr. Avis' letter, addressed to Clinton M. Hester, Washington counsel for the U. S. Brewers Foundation:

"As you have doubtless noted, during the past few months a number of members of the brewing industry have disseminated advertisements which stress the theme that their products are low in caloric content, the claim having been made in some instances that they have fewer calories than other competitive products.

"As you were advised earlier, we

(Continued on Page 41)



AT IAA CONFERENCE—Prominent at the all-day conference of Industrial Advertising Assn. of New York were Douglas Williamson, IAA president and sales promotion manager of American Hard Rubber Co.; Charles M. Neighbors, ad manager of Babcock & Wilcox Co.; Carlton H. Winslow, v.p. of sales for Cuno Engineering Corp., keynote speaker; Alfred V. Bodine, president, Bodine Corp., luncheon speaker; and George A. Frye, v.p., James Thomas Chirurg Co., chairman of the conference.



BANK FUN—This is the new copy for Chase National Bank to start soon in The New Yorker through Kenyon & Eckhardt. Fred Allen's illustrated testimonial will be followed by similar splashes by actress Josephine Hull ("Solid Gold Cadillac"), Emily Post and pianist Carmen Cavallero, who is reported to have composed a special song for Chase.

Supreme Court Says National Banks Can Advertise 'Savings'

WASHINGTON, April 6—The Supreme Court ruled yesterday that New York state can't prevent national banks from using the word "savings" in advertising for depositors.

The state's banking commissioners had argued that New York law reserved the term exclusively for savings banks and savings and loan associations chartered under the state's banking act.

In an 8-to-1 decision written by Justice Robert Jackson, the court said the right of the federal government to create and govern national banks is not open to question.

"The National Bank Act," he said, "authorizes national banks to receive deposits without qualification or limitation."

Justice Stanley Reed, who dissented, said no federal law expressly authorized the national banks to use the word "savings" in their advertising and that it is therefore possible for the banks to conform to the state law, which was enacted for the protection of the public.

The test case was raised by the Franklin National Bank of Franklin Square, Long Island.

Packard Sponsors TV Show

Packard Motor Car Co., Detroit, and its dealers will sponsor a weekly live television show beginning Easter Sunday, April 18, over the American Broadcasting Co. tv network from 9:15 to 9:30 p.m., EST. Stars for the musical show, which features Martha Wright and guest entertainers, have been signed to five-year contracts. Maxon Inc., Detroit, is the agency.

Joins American Brake Shoe

John R. Gregory, formerly v.p. of sales and a director of Geneva Steel Co., has become Pacific Coast sales representative for the National Bearing division of American Brake Shoe Co., New York. His headquarters will be at San Mateo, Cal.

Prosecutes Price Cutters

Oneida Ltd., Oneida, N.Y., reports that it has either obtained or applied for restraining orders against four fair trade violators in widely scattered areas: Charlotte, N. C., Chicago, and Poughkeepsie-Kingston, N.Y.

Quote-of-the-Week

Any man with the basic ability to close a sale and secure the order can be trained to be a successful salesman.

—B. J. Seifried, Sales Manager of Gierston Tool Co., Elmira, N.Y., writing in Industrial Distribution.

8,017,000 U. S. Families Earn \$5,000 or More

Over-\$5,000 Income Group Up 50% Since '49, Macfadden Finds

NEW YORK, April 6—The number of U. S. families earning \$5,000 or more continued to increase last year.

Macfadden Publications' annual report on family distribution by income groups shows an increase of 250,000 families in this group, bringing the total to 8,017,000. For the group earning \$3,000 to \$4,999, the increase was even greater—743,000. This category represents 32.3% of all U. S. families, according to Macfadden.

The publishing company points out that the 8,000,000 families earning more than \$5,000 represent an increase for this group of more than 50% since 1949. When Macfadden started its income estimates in 1936, the \$1,000 to \$1,999 income group harbored the largest number of U. S. families. Since then, the pattern has shifted so that as of Jan. 1, 1954, the largest number of families falls into the \$3,000 to \$4,999 income area.

Macfadden's report deals only with family incomes and therefore does not jibe with the Federal Reserve Board's survey of consumer "spending units." The latter include individuals who live alone. Macfadden counts 43,738,000 families as compared with the Federal Reserve Board's total of approximately 54,000,000 "spending units."

The report also includes the number of urban families in the

(Continued on Page 74)



CARAMEL-CORN—Shown above are the principals in Kraft caramels-Kellogg corn flakes confection tie-in, with full-color point of sale ad visible on the Kellogg package.

TV, Point of Sale Get Top Billing in Kellogg-Kraft Deal

CHICAGO, April 7—Starting about May 15, Kellogg Co. and Kraft Foods Co. will join forces to promote a home-made confection involving Kraft's caramels and Kellogg's corn flakes.

Point of sale material gets a lot of attention in the "Caramel Corn Flake Crunch" tie-in, with emphasis on recipe pads and a full-color "page" on the backs of all Kellogg's corn flakes packages.

Kick-off of the campaign will be a main commercial May 13 in the 53 markets of the ABC-TV showing of "Kraft Television Theater." Kraft's NBC-TV theater will start showing the confection recipe six days later.

Kellogg will cut in on tv in June, with commercials starting June 17 on "Howdy Doody" (NBC-TV) and June 22 on "Art Linkletter's House Party" (CBS-TV and Radio). Magazine support will consist of a Kraft full-color spread in the June issue of *McCall's*.

Leo Burnett Co., Chicago, is handling the promotion for Kellogg; J. Walter Thompson Co. is the agency for Kraft.

Electric Utilities Men Generate Enthusiasm as They Map Plans to Increase Future Sales

CHICAGO, April 8—Generating enthusiasm over the future of their industry, more than 1,000 executives of privately-owned electric utilities companies this week laid plans to short circuit any major decline in their business.

Expressing the viewpoint of those attending the annual sales conference of the Edison Electric Institute was Robert A. Whitney, president of National Sales Executives Inc., who declared "a real depression in this country is now impossible."

"Through education, salesmanship and advertising, the American people have begun to want things," he said. "We make people want things before they need them. Extension of credit, which permits people to enjoy luxuries while they pay for them, and an improved tax structure which takes pressure

off the lower income group have also contributed importantly to the modern American economic revolution."

Calling for restoration of aggressive selling of electrical appliances, George E. Whitwell, v.p. in charge of sales of the Philadelphia Electric Co., urged utility companies to undertake the responsibility of properly training retailers and appliance salesmen so they can increase their sales.

"Today," he said, "few retailers are really out creating new prospects for appliances. Retailers are actually fighting each other for the pre-sold prospect who is shopping for a better price."

Mr. Whitwell listed the following as obstacles to the sale of appliances:

(Continued on Page 6)

4H for City Kids...

Leading Industrial Firms Join in Educational Hobby Kits Program

CHICAGO, April 6—America's toy industry is watching closely a new "American Industry" educational hobby kit venture which already involves some of the country's leading corporations and may, by the time it is launched, involve a lot more.

"Toy" is a term frowned upon by Industrial America Inc., the brand-new corporation now directing the venture—and with some reason. The five hobby kits developed so far—by American Optical Co., Bauer & Black, the Gemological Institute of America, Radio Corp. of America, and Taylor Instrument Cos.—are "toys" in about the same sense as the classic Model A Ford in the grease-stained hands of your 15-year-old son.

In both cases, the true product is at least as much technical education as amusement. The main difference: careful planning on the part of the hobby kits makers to encourage scientific study.

According to Millard B. Deutsch, president of the new hobby kits firm, the program is aimed at giving boys and girls, ages 8 to 18, a better understanding of

Creative Men Are Lagging in Radio, Sweeney Charges

CHICAGO, April 7—Kevin Sweeney, president of the Broadcast Advertising Bureau and one of radio's most enthusiastic advocates, took a little time off today to take the medium to task for not doing even better than—in his judgment—it already is.

In an address to the Broadcast Executives' Club here, Mr. Sweeney first gave a quick rundown on booming set sales and other factors which have caused radio time sales to "increase by \$150,000,000 since the inauguration of tv."

Then he raised a number of objections to radio as it stands now, the essence of which was: Poor programming.

"With about 115,000,000 radio sets in working order, we've managed to turn on only 70,000,000 sets. Why not the other 45,000,000?" Mr. Sweeney demanded.

His reply took the form of a charge that "creative people in radio haven't made a contribution equal to that of sales and promotion people."

"We need better programs, different programs and—most important—programs and personalities that are exclusive to radio. Only then will sales really boom," he told the radio men.

The BAB chief also indicted the advertising industry for radio's shortcomings.

"The ad agency is not carrying its share of the load in building this \$750,000,000 industry," he charged.

As a solution, he suggested that the medium should have its own program-ideas staff—"a highly paid group who do nothing but think up exclusive radio program ideas."

A final complaint was lodged against news programming. "In 500 cities where there are no daily newspapers, radio provides the only daily news coverage there is," Mr. Sweeney pointed out.

"But," he added, "we don't provide news with depth and coverage, so people still turn to newspapers."

science and industry, and their importance in American living. In fact, Mr. Deutsch sees the program as eventually becoming a "4H for city children."

With existing American Industry kits, children are supposed to learn—scientifically—to: forecast the weather; transmit and receive radio messages on sets they have built themselves; learn the principles of light rays and study the heavens through their own home-built telescopes; discover, as practicing geologists, the secrets of minerals and rocks, and analyze the functioning of the human body. And these are only the front-runners for what it is hoped will be a

(Continued on Page 66)

Lloyd Whitebrook Leaves Joseph Katz to Form Own Agency

NEW YORK, April 5—The Whitebrook Co., a new advertising agency, opened offices at 730 5th Ave. today, and plans to open offices in two more cities.

The head of the agency is Lloyd Whitebrook, who resigned as v.p. in charge of services for Joseph Katz Co., New York. Mr. Whitebrook was in charge of the Katz agency's work on the Democratic National Committee, and handled the New Jersey and New York Democratic state committee campaigns. Before joining Katz, Mr. Whitebrook was a v.p. of Ben Sackheim & Co.



Lloyd Whitebrook

He will probably handle the state committees in his own agency, and it is anticipated that 25% of the new agency's billing will be political.

The Democratic National Committee, however, will apparently remain with the Katz agency. The contract between the national committee and Katz was renewed in December, although Katz did not announce its renewal until April 3. Mr. Whitebrook will apparently consult with the national committee.

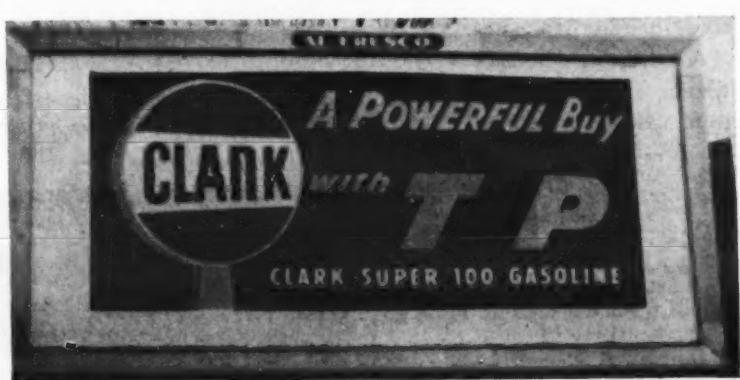
The new agency employs about 15 people, topped by Mike Carlin as general manager. Mr. Carlin was previously production manager for Katz, and earlier was with Federal Advertising.

Although the new agency is keeping fairly quiet about its employees and accounts, it did release a partial list of a board of directors, which includes Dwight R. G. Palmer, chairman of the board of General Cable Corp. and former treasurer of the Democratic National Committee; George Backer, a New York real estate operator, and David T. Wilentz, a New Jersey attorney and once attorney-general for the state.

The new agency plans to open an office in Newark around July 1, and to open a Washington office in late summer.

Richard A. Schoof has been appointed supervisor of merchandising for operations in the Northern New Jersey division of American Stores by Storecast Corp. of America, New York supermarket advertiser and merchandising organization.

Sign of the Week



MOTOR KNOCK?—A St. Louis reader discovered this outdoor board and took a picture of it for AA. Instead of the Clark gasoline trademark, the nonchalant outdoor poster man for Al Fresco Co. let it come out: "Clank, a powerful buy."

Beginners and Pros Alike Are 'Uncertain' About PR Business, Smith Tells APRA

NEW YORK, April 6—Public relations students, teachers and professionals have one thing in common—uncertainty—the new president of the American Public Relations Assn. asserted today.

Addressing the association's 10th annual convention here, J. H. Smith Jr., who is promotion manager of the National Assn. of Radio & Television Broadcasters, said that \$25,000-a-year p.r. v.p.s and "youngsters in sports jackets" alike are uncertain about "how large, how important, how prosperous can be this field of public relations to which they have entrusted their destiny."

He recommended that the association "encourage a better understanding of public relations benefits on the part of the people" and their elected representatives; develop skills of public relations apprentices and experts and increase the "appetite for and use

of tested, measurable public relations assistance" by management, trade associations, unions, etc.

■ The APRA code of ethics, the Silver Anvil awards competition and distribution of case history reports should be emphasized to help meet the association's aims, he said.

Mr. Smith advocated formation of a committee to maintain compliance with the code. He also called for preparation of a report describing the duties and activities of the p.r. profession. The report should be distributed to "members of Congress, heads of federal administrative agencies, embassies and legations, state governors and key industry leaders," he said.

"I believe that APRA should solicit from the media associations factual statements of the effectiveness of paid space and time for public relations purposes," he said.

This should be done, Mr. Smith said, because "there is still somewhat of a vacuum in the public relations-media relationship" and "media should be entitled to acquaint us with their economic value because public relations has long since come to mean much more than free publicity."

■ Another speaker, Lee Bristol, president of Bristol-Myers Co., advocated that p.r. men within companies be given v.p. titles to give them stature and an opportunity to operate closer at a policy level.

Fifteen Silver Anvil trophies and 27 certificates were awarded by the association in recognition of the best public relations campaigns of 1952-53. Two of the trophies were special awards given Ford Motor Co. for its 50th anniversary observance and to Royal Netherlands Industry Fair.

A special certificate was awarded to the Cooperative for American Remittances to Everywhere Inc. (CARE) for its program to send gifts to India.

Highlights of the Week's News

'Today's Woman' will fold in June, Fawcett says, giving mounting costs and rising postal rates as the reasonPage 1

Outfumbling begins as Murrow's sponsor, the network and two agencies decline to pick up McCarthy's tv film tabPage 1

Beer ad claims of low-calorie count are criticized by the Treasury Department, but it's only a gentle slapPage 2

Broadcast giveaways are legal, the Supreme Court rules, upsetting FCC's decision that the programs are lotteriesPage 2

Creative men aren't doing as good a job for radio as salesmen, BAB's president says, urging better programsPage 3

Scientific study is encouraged in new hobby kits backed by big manufacturers as educational devices for kidsPage 3

Shoe polish succeeds when the inventor decides to ignore traditional outlets and market the product through food and variety storesPage 10

Merrill Lynch promotion causes AA to wonder why businesses

with more opportunities don't do as good a jobPage 12

Crosby's tv film, his second and last, leaves General Electric with mixed reaction over what viewers will think of the Groaner's workPage 22

Klores & Carter, New York agency, files bankruptcy action in the wake of financial woes of a mail order clientPage 26

Thirteen colorcasts are scheduled by NBC, with Chrysler reported ready to pick up the \$100,000 tab for eachPage 27

First liquor ads will run in Coronet next month with an eight-page insert by National Distillers ProductsPage 30

Insurance salesmen aren't hurt by tv, says an insurance firm, but it takes a wily man to lure prospects from setsPage 34

UHF isn't dead, FCC economist tells educational broadcasters, adding that of 51 dropouts, 44 were on paper onlyPage 36

Proposed sales tax on ad agency service is attacked by New York Four A's council, which predicts agency exodusPage 42

REGULAR FEATURES

Advertising Market Place66	Looking at Retail Ads60
Coming Conventions68	Obituaries36, 73
Creative Man's Corner58	Photographic Review52
Department Store Sales44	Rough Proofs12
Editorials12	Salesense in Advertising57
Employe Relations60	This Week in Washington28
Eye and Ear Dept.57	Voice of the Advertiser64
Getting Personal20	What They're Saying12

1,310,000 IOWA PEOPLE read THE DES MOINES SUNDAY REGISTER

(more than 500,000 copies) Your Best-Market People, too! 82% of all Iowa's upper and upper middle income people—68.4% of all Iowa people!

. . . as reported by the Advertising Research Foundation in its first statewide audience study of 14 Sunday newspapers circulating in Iowa.

For complete facts on where these people live, what they earn, what they own, see "A Study of The Des Moines Sunday Register Audience in Iowa." For details on how to get your copy, write Advertising Research Foundation, Inc., 11 West 42nd Street, New York 36, New York.

THE DES MOINES SUNDAY REGISTER

. . . an "A" Schedule Newspaper in an "A-1" Market

Gardner Cowles, President

"This is the kind we buy in the Growing Greensboro Market!"



SELLING IS A SWEET PROPOSITION in the Growing Greensboro ABC Market—where sales come easier in the South's most populous state! . . . Here is a major market with more sales zoom and more dollar gains than any other in North Carolina. Over 1/6 of the state's 4-million people live in the Growing Greensboro ABC Market—and account for 1/5 of the state's sales all along the line—food, drugs, furniture, automotive, and general merchandise. Total retail sales for the market are nearly \$600-million. . . . If you are looking for sales in a market that you can depend on—better get the latest dollar-data on the Growing Greensboro ABC Market. . . . Top sales force at your command, will be the 100,000-plus circulation of the GREENSBORO NEWS and RECORD. . . .

Only medium with dominant coverage in the Growing Greensboro ABC Market, with selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

It's the time for SELECTIVE ADVERTISING IN THE MIDWEST FARM MARKET!



A timely independent survey gives you the FACTS on major media

A survey supervised by one of the nation's leading advertising agencies, as interested as you are in making advertising do an efficient job, maps out a simple, direct route to more 1954 sales in the 8 Midwest states—the richest farm market in the world.

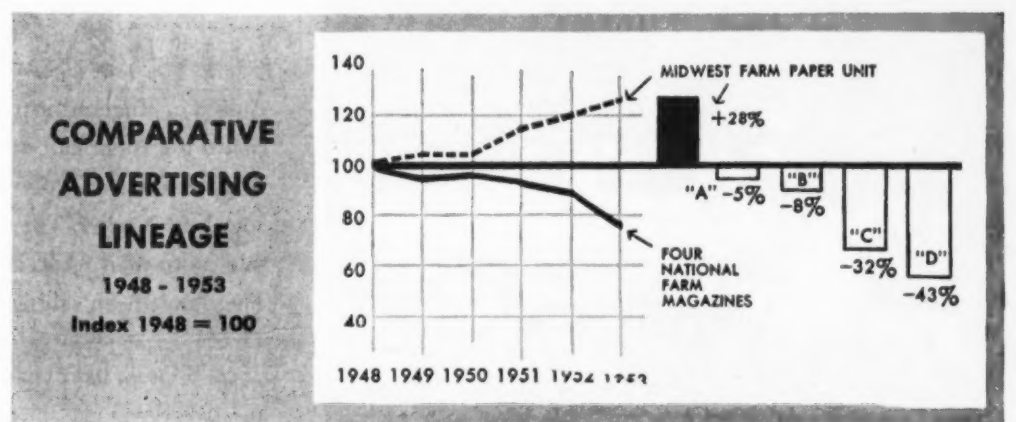
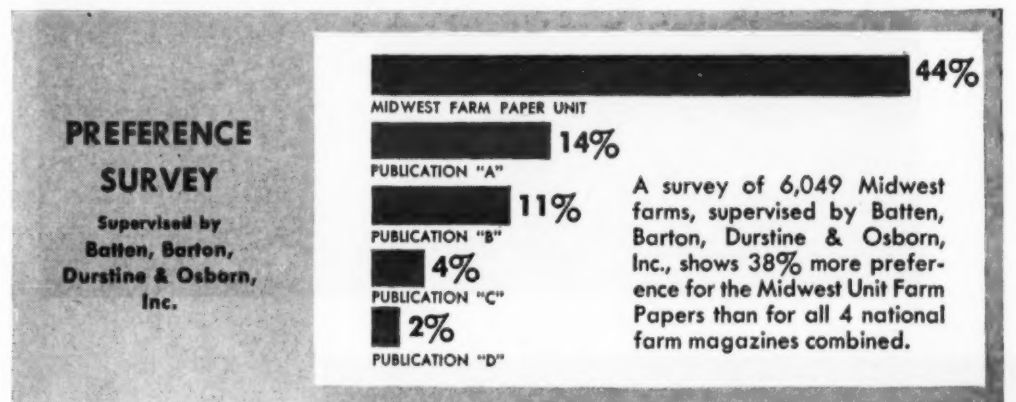
YOU'LL WANT TO SEE and analyze the results for yourself. But there's no need to hold you in suspense about two facts:

Midwest Unit Farm Papers are read regularly and preferred by more Midwest farm families than any other media in the market. Their preference score is 38% higher than the four national farm magazines combined.

A glance at the charts at the right also tells the story of how reader preference is correlated with advertiser preference for Midwest Unit Farm Papers, a trend that has grown steadily stronger ever since keen competition for sales developed in 1948.

If you agree it's the time for more selective advertising, get your copy of the survey brochure, "Midwest Farmers' First Choice." The unbiased facts will convince you it's the time to buy the Unit—one order, one plate at a substantial saving in rates.

Sales Offices at: 250 Park Avenue, New York 17, New York; 59 East Madison Street, Chicago 3, Illinois; Russ Building, San Francisco 4, California; 1324 Wilshire Boulevard, Los Angeles 17, California; 505 N. Ervay Street, Dallas 1, Texas.



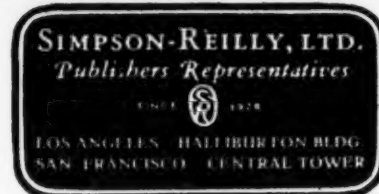
MIDWEST *Farm Paper* UNIT



WHERE FARMING IS BIG BUSINESS. . AND GOOD LIVING!

Four A's Chapter Elects

Roy H. Wensberg, head of the Seattle office of Bozell & Jacobs, has been elected chairman of the Puget Sound chapter of the American Assn. of Advertising Agencies. Other officers elected are Reinhardt Knudsen, Botsford, Constantine & Gardner, vice-chairman, and Frank Welch, Honig-Cooper Co., secretary-treasurer.



Electric Utilities Men Generate Enthusiasm as They Map Plans to Increase Future Sales

(Continued from Page 3)

1. "Bootleg selling" in all forms including discount houses, premium and club plans.
2. An astonishing low degree of any kind of salesmanship to take advantage of legitimate sales aids, such as advertising, deferred payment terms and trade-ins.
3. An almost complete lack of sales training.
4. Far too little product, wiring, installation and other essential education for retailers.

Mr. Whitwell asked manufacturers to carry their messages to retailers by aiding dealer organiza-

tions and providing more and better sales aids. Distributors, he said, can help dealers to buy merchandise wisely.

He also urged both manufacturers and dealers to increase advertising and promotion of appliances and to make sure merchandise is sold at a fair profit.

■ Citing a constantly expanding market for appliances, Roger H. Bolin, advertising manager for Westinghouse Electric Corp., predicted that in the next 10 years at least six new appliances will be sold in every home in the country.

He pointed out that since 1949, 338,000,000 appliances have been sold, or eight for each wired home in the nation.

Mr. Bolin said the boom in television set sales and room air conditioners proves that "appliances catch the imagination of the public." He forecast that as soon as the color tv program gets off the ground, sales of sets will skyrocket as fast as black-and-white television did a few years ago.

■ Referring to ad copywriting, Kenneth W. Slifer, v.p. and copy director for N. W. Ayer & Son, Philadelphia, who spoke at a Public Utilities Advertising Assn. luncheon, said, "this is the time to reaffirm our belief in the selling



HARRY G. BAKER has been appointed manager of the Chicago advertising office of the Detroit News. Mr. Baker joined the News in 1924.

launched: *an idea*



Austin of England introduced the idea of the British light car to the American market. They did this in 1948.

They did this initially through the advertising pages of The New Yorker. Very first year in the market Austin sold more than 8,500 automobiles.

They have been selling automobiles ever since.

They have been advertising in The New Yorker ever since. So, too, have many other makers of imported cars—an advertising classification in which The New Yorker leads handily as this new motoring fancy has taken hold in this country. Afoot, on horseback, or in a motorcar, New Yorker readers are the people other people follow. Have you an idea to launch?

sells the people other people follow

THE
NEW YORKER

25 WEST 43RD ST., NEW YORK 36, N.Y.



power of sound ad copy."

He said people are interested primarily in themselves and copywriters should remember that they are not writing to suit their own tastes, but to appeal to the public.

Dr. Claude Robinson of Gallup & Robinson, Princeton, N. J., said a great opportunity exists today in the field of corporate advertising.

"People," he said, "are interested in bona fide news about companies, and what they are doing to serve the community. Companies which exploit this concept imaginatively can greatly step up the hitting power of their advertising."

RCA Sets Portable Drive

The RCA Victor division of Radio Corp. of America, New York, will launch a nine-week campaign to promote its portable radios and phonographs on April 20 through J. Walter Thompson Co. Promotion will include 16 ads in *Ebony*, *Extension*, *Life*, *Look*, *National Geographic Magazine*, *The New Yorker*, *The Saturday Evening Post* and *TV Guide* and spots on the Dennis Day show on NBC-TV, the Phil Harris-Alice Faye show on NBC-Radio, and "Your Show of Shows" on NBC-TV.

Basca Mfg. to Bozell & Jacobs

Basca Mfg. Co., Indianapolis, a division of Huyler's Inc., has named Bozell & Jacobs to direct its advertising and public relations. Promotion plans include full-color newspaper pages for Lady Biltmore anodized aluminum tumbler and a trade drive for the Econ-O-Seal aluminum milk bottle closure.

Graphite to van der Linde

Graphite Specialties Corp., New York, has appointed Victor van der Linde Co., New York, to handle its advertising. The company formerly handled its advertising direct.

Ingersoll Milling to F&S&R

Ingersoll Milling Machine Co., Rockford, Ill., has named the Chicago office of Fuller & Smith & Ross to handle advertising for its custom-made tools.

ADVERTISERS—AGENCY MEN:

Tie your
sales effort to
TODAY'S market—
Read...



SELLING FORCES

... the hard-hitting guidebook by
DONALD M. HOBART and J. P. WOOD
both of The Curtis Publishing Company

\$5 at your bookstore
or direct from:

THE RONALD PRESS COMPANY
15 East 26th Street • New York 10

again and again and again...

a gain of 26% in advertising pages

for the first quarter 1954

over the first quarter 1953

Biggest First Quarter in Our History

Coronet

reaching more people for less money
than any other magazine

Circulation: 3,003,500*

Cost per thousand: \$1.66



*Publisher's Estimate Jan., Feb. issues 1954

to increase sales . . . and decrease costs

advertise more in NEWSPAPERS in '54

because . . .

Women use the pages of their daily newspapers as shopping guides, and as important aids in the efficient running of their homes.

OF THE WOMEN Who Read Newspapers . . . 75% Read Something On *Every Page* . . . Including Advertising Pages. Women Rate Newspaper Ads More Useful In Selecting Merchandise Than Ads In Any Other Medium!

Published in the interest of all newspapers by
Moloney, Regan & Schmitt
Newspaper Representatives since 1900



Mortimer, Igleheart Named to Top Posts at General Foods

WHITE PLAINS, N. Y., April 7—Charles G. Mortimer was elected president and chief executive officer of General Foods Corp. by the company's board here today. Austin S. Igleheart, former president, was elected chairman of the board to succeed Clarence Francis, who is retiring as required by the company's retirement policy. The changes are effective immediately.

Mr. Mortimer, as exec. v.p. of General Foods for the last two years, has been the company's chief operating officer. He has been associated with the company since 1928, and has held a number of executive positions in both the marketing and operating divisions.

He became v.p. in charge of advertising in 1943, and was given responsibility for all marketing functions in 1947. In 1950 he was



Austin S. Igleheart Charles G. Mortimer

named operating v.p. supervising four of the company's product divisions. He was elected a director the same year, and two years later was named exec. v.p.

■ Mr. Igleheart has been with the company 42 years. He became president in 1943. For five years prior to that he had been exec. v.p.; earlier he had been v.p. in charge of manufacturing and transportation and, subsequently, v.p. in charge of sales.

Before the milling business of Igleheart Bros. became a part of General Foods in 1926, Mr. Igleheart operated his family's business, which was founded in 1856 in Evansville, Ind.

Mr. Francis has been associated with GF for 30 years. He will continue as a director and as a member of the executive committee of the board. He is currently a special consultant to President Eisenhower on problems involved in disposal of agricultural surpluses. He is also American representative on the advisory board of the European Productive Agency; chairman of the Citizen's Committee for the Hoover Commission Report, and a public governor of the New York Stock Exchange.

He has been board chairman of GF since 1943, and was president during the preceding eight years. Previously, he was exec. v.p., and before that v.p. in charge of sales.

Lucky Lager Backs Big League Baseball in San Francisco

SAN FRANCISCO, April 7—Lucky Lager Brewing Co. will be back this year as a sponsor of major league baseball over KYA.

The recreated play-by-play broadcasts will begin April 13, with ten big-league clubs having entered into agreement with the station for the airwaves series. Negotiations are in progress with the rest of the major league teams.

Most recent team to sign a contract with the station is the Chicago Cubs, which came to terms with KYA after an out-of-court settlement over disagreements in the 1953 contract.

The Lucky Lager baseball schedule on some days will include two games. Lucky Lager is about the 14th brewer to announce its plans for major league baseball radio or tv coverage for the coming season.

McCann-Erickson is the agency.

Lederer Joins Metro Staff

Roger J. Lederer, formerly on the advertising staff of *The American Weekly*, has joined the New York sales staff of Metro Sunday Comics, published by Metropolitan Sunday Newspapers Inc.

Publicity Releases Not Used?

Over 4000 daily and weekly papers have sent us signed requests for matted editorial material.

Originators of the complete package distribution service to newspapers and radio stations since 1941.

Write or phone for complete information—no obligation.

Special Correspondents, Inc.
230 E. Ohio St. DELaware 7-1065
Chicago 11, Illinois

NATIONAL Highway Advertising

repeats your sales story 15 times a month

Expose your brand name, trademark and selling slogan to prospects about 15 times a month with NATIONAL Highway Advertising. According to surveys by National Quality Interviewers, Princeton, N.J., this high repetition can be obtained in trading centers of 100,000 and less, which represents 70.6% of the U.S. population. Keep your brand name and dealer name constantly before your potential customers by including NATIONAL maintained highway signs with SCOTCHLITE® brand reflective sheeting in your sales promotion budget. Write to NATIONAL today for details.

NATIONAL Advertising Company

WAUKESHA, WISCONSIN

A Subsidiary of Minnesota Mining and Manufacturing Company

19 Sales and Service branches serving the entire nation.

tells what
to buy!

where to
buy it!

2:54 The more time a salesman spends with a prospect, the better his chances of making the sale. That fact alone goes far toward explaining why advertising in The Saturday Evening Post is so productive. For each member of the family spends more time with each issue of the Post (an average of 2 hrs., 54 mins.) than with any other weekly. And its advertisers profit accordingly. It gets to the heart of America.

A CURTIS MAGAZINE



Proud Papa Plus Daughter's Scuffed Shoes Equals Scuffy and New Life in Old Industry

MALDEN, MASS., April 6—A father's concern over his daughter's badly scuffed shoes put new life into a staid shoe polish business here.

The father is John Quinn, president of K. J. Quinn & Co., which until five years ago was primarily interested in making shoe finishes used by shoe factories. When Mr. Quinn found that no amount of polishing could improve the appearance of his daughter's shoes, he set about trying to discover a product which would.

After two years of research, the result was Scuffy, a self-polishing shoe covering which hides scuffs with one application.

■ With the new product finally in hand, Mr. Quinn decided that success would depend on bypassing the standard outlets for shoe polishes, namely the dime stores and shoe cobblers. He saw that his market was primarily with the mothers of America, and he wanted to reach them.

"Our first step, we felt, was to enlist the help of an advertising agency with solid experience in mass merchandising, and that is where Bob O'Brien, then account executive for Ingalls-Miniter, came into the picture," Mr. Quinn said.

"From the beginning, we were convinced that the normal shoe polish distribution channels were not for us," Mr. O'Brien pointed out. "We had an idea, fantastic as it sounded then, that Scuffy could be sold successfully by supermarket and independent stores as well as by 5 & 10s and repair shops.

■ "So, we went to the leading chain and independent store executives in New England. They could see the merits of Scuffy but were skeptical about selling it in food stores. We didn't sell them the first time. But we kept at it, and finally they placed their first orders. They've been selling Scuffy ever since, the first shoe polish at a 25¢ price in a food store."

A non-tip bottle had to be developed, it was found after the product was introduced, because children and the regular type bottles didn't seem to mix. Radio and tv were used, demonstrators were sent out into stores, promotions with movie stars and theat-

rical personalities were staged, and new markets began coming in—New York, Philadelphia, Detroit, Kansas City, Baltimore, District of Columbia, Cincinnati, Richmond and Norfolk.

■ Bob O'Brien left Ingalls-Miniter to devote his time exclusively to directing Scuffy's expanding sales

and advertising programs. Jingle contests and premiums kept the product rolling. Then, Walt Disney's cartoon characters were added. *Life*, *This Week Magazine* and Sunday comic sections were used. The Walt Disney characters tie-up is unique in the shoe polish field, Mr. O'Brien said.

The advertising budget grew and grew. Starting with \$10,000 in 1949, \$44,000 was placed in 1950. In 1951, the advertising budget was \$75,000; in 1952, it was \$90,000; in

1953, it reached \$175,000.

"Just about everybody's jumped on the bandwagon with an imitation Scuffy," Mr. O'Brien said. "They've copied our bottle, our applicator, our selling phrases, everything but the original formula. Seems like we started a national trend toward scuff-type polishes. But, even with the giants of the industry engaged in a competitive battle for dealer's shelf space, we're still moving ahead, and still building our sales in the face of

the most intense competition ever seen in the shoe polish business."

■ Premium promotions of all kinds are to be featured in the next 12-month period, while magazine and newspaper media will be cut down. During the next six months, however, 1,000- and 500-line copy will be used in New England newspapers and on television stations. This phase of the campaign starts in mid-April.

A new Scuffy contest, a free



BUY A KING-SIZE MARKET

EL PASO

The Fabulous Southwest

NATION'S LARGEST TRADE TERRITORY

\$80,000,000

That's the annual payroll to the military and civilian personnel at Ft. Bliss, one of the Nation's largest military establishments, located in El Paso.

The El Paso Times
An Independent Newspaper
Morning and Sunday

El Paso Herald-Post
A Scripps-Howard Newspaper
Evening

TWO Separate Newspapers
30¢ Line **BUYS BOTH!**

trip to Hollywood as the guest of Walt Disney Studios for the boy or girl winner, mom, dad and one friend, is in the works, and a new product, Scuffy Super Gloss, for teen-agers' and adults' dress shoes, is on the market.

Newly designed colorful packages, and point of sale have been introduced, marking the first completely modern package in the shoe polish field, Mr. O'Brien said.

"Regardless of slow turnover, regardless of past histories and

prejudices, you can revitalize an industry and educate people to use an entirely different type of shoe dressing and do it successfully," he concluded.

Murine Sponsors Heatter

Murine Co., Chicago, will sponsor Gabriel Heatter's news commentary on alternate Thursdays over Mutual Broadcasting System starting April 22. Time was purchased through Batten, Barton, Durstine & Osborn, Chicago.

Steller, Millar Names Shanks

Steller, Millar & Lester, Los Angeles, has appointed Thomas H. Shanks, formerly with Stamps-Conhaim-Whitehead, Los Angeles, to handle copy for industrial accounts.

Friend-Reiss Names Moodey

Carl R. Moodey, formerly with Harry S. Goodman Productions, has joined the radio-tv department of Friend-Reiss-McGlone, New York.

Sorry, Can't Hear You

Correction: In story released March 23 on small radio receiver which can be worn like a hearing-aid, please refer to paragraph three.

Please change 1260 kilocycles to 1240 kilocycles.

Thank you.
News Bureau, General Electric, Syracuse, N. Y.

D-Con Names Three V. P.s

D-Con Co., Chicago manufacturer of insecticide and outdoor products, has elected three v.p.s. They are Joseph Abrams, formerly director of public relations, v.p. in charge of research and education; Alvin Eicoff, formerly director of advertising, v.p. in charge of advertising, and Martin Mendelsohn, v.p. in charge of sales. Paul Cunningham, formerly assistant sales manager, has been promoted to director of sales and Maurice Mayber to advertising manager.

Brakeblok Sets Campaign

The American Brakeblok division of American Brake Shoe Co., Chicago, will launch what it calls the biggest national advertising campaign and jobber merchandising program in its history with a two-color page in *The Saturday Evening Post* on May 1. The campaign will include monthly ads in the *Post*, *Farm Journal* and *Town Journal*. Fuller & Smith & Ross is the agency.

The Record Tells the Story

Quarter-Hour Ratings*

Station WNBQ has the highest rating in 20 PER CENT MORE quarter-hour periods than Station B and 20 PER CENT MORE than Stations C and D COMBINED.

Average Quarter-Hour Ratings*

Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

7:00 p.m. to 11:00 p.m. (Sunday-through-Saturday)*

Average WNBQ rating is SIX PER CENT GREATER than Station B and 33 PER CENT GREATER than COMBINED ratings of Stations C and D.

4:00 p.m. to 7:00 p.m. (Monday-through-Friday)*

Average WNBQ rating is 76 PER CENT GREATER than Station B and 93 PER CENT GREATER than COMBINED ratings of Stations C and D.

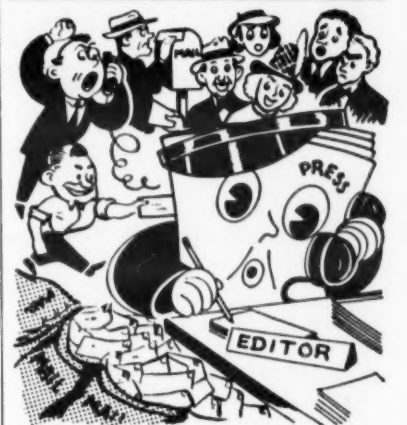
Proof again that more Chicagoland viewers are tuned most of the time to

The Quality Television Station of Mid-America

*American Research Bureau, March 1954



Represented by NBC Spot Sales



305,837 EDITORS

In a true sense, each of the 305,837 families receiving *The Cleveland Press* has a voice in its editing. While some may never write a "Letter to the Editor," a good cross-section do, and these take an important seat at all editorial conferences. So do the casual everyday conversations of the people with reporters and editors.

This means that *The Press* is Cleveland, and Cleveland is *The Press*. This newspaper has become a leader of public opinion because it has grown with public opinion. Its willing ear has earned its right as a respected voice.

Of, by, and for the people means a good newspaper. It also means more results for advertisers because people naturally buy more out of a paper close to them. In the Cleveland area, this means the 7-out-of-10 families who daily read -



Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1336), 801 Second Ave., New York (MU 4-8180), National Press Bldg., Washington 4, D. C. (Re 7-7659). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer. Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

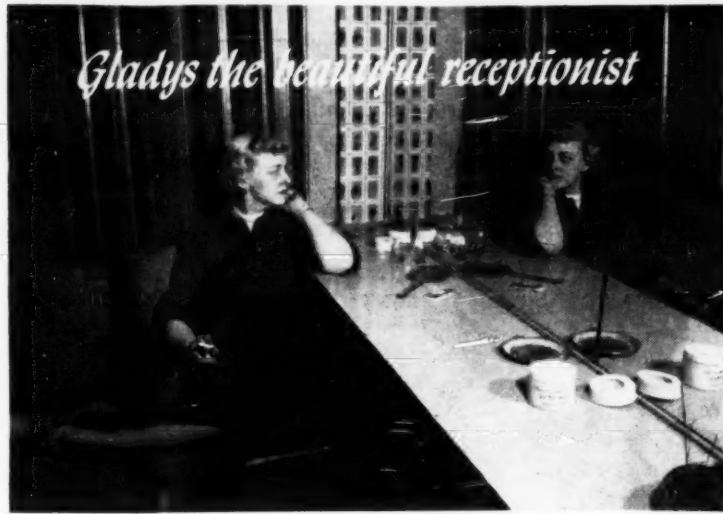
EDITORIAL

Editor, S. R. Bernstein
Executive Editor, John Crichton
Managing Editor, Jarlath J. Graham
Assistant Managing Editor, Marjorie S. Nelson
Washington Editor, Stanley E. Cohen
Feature Editor, Emily C. Hall
Associates: New York: Maurine Brooks
Christopher, Charles Downs, James V. O'Gara, Lawrence Bernard. Chicago: Murray E. Crain, Al Stephanides, Lambert S. Batts, Wilbur L. Burkhardt
Editorial Production, F. J. Fanning
Librarian, Elizabeth G. Carlson
Correspondents in All Principal Cities.

ADVERTISING

Advertising Director, Jack C. Gafford
Manager Sales and Service, G. D. Lewis
Assistant Manager Sales and Service, William Hanus
Advertising Production Manager, George F. Schmidt
New York: James C. Greenwood, John P. Candia, Harry J. Hoole, David J. Cleary Jr., Louis DeMarco
Chicago: E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey
Los Angeles (17): Simpson-Reilly Ltd., 1709 W. Eighth St., Walter S. Reilly, Pacific Coast Manager, Gene A. Fruhling, George F. Kelley
San Francisco (3): Simpson-Reilly Ltd., 703 Market St., Richard McCarty, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.



—Eric Stigler, MacFarland, Aveyard & Co.
"Sometimes I wonder what it's all for... and then the realization dawns on me: Money."

What They're Saying

Off Their Laurels

The complacency of salesmen who racked up so-called "hot" sales records during 1953 was jarred more than gently by a recent communique received by Minneapolis-Honeywell field sales operatives.

Urging the boys to get up off their laurels, the memo from Minneapolis advised them not to think contentedly of all that was sold last year because:

98% of the families in America did not move into new homes or apartments;

98% did not buy a food freezer;

97% did not buy a room air conditioner;

97% did not buy an electric range;

94% did not buy a vacuum cleaner.

92% did not buy a refrigerator;

92% did not buy an electric shaver;

92% did not paint their houses;

91% did not buy a washing machine;

89% did not ride in Pullmans or airplanes;

85% did not buy a TV set;

76% did not take a real vacation trip;

71% did not buy a radio set.

And this, the home office "needle" pointed out, was during a period when consumer savings were at an all-time high. The inference was obvious.

—Publicity release from Carl Byoir & Associates for Minneapolis-Honeywell Regulator Co.

Cooperation Needed

I agree with a recent statement made by Dr. Grayson Kirk, president of Columbia University, that "the job of the university today is more important than it was in the past. It must turn out thinking men and women, not robots with a lot of memorized factual information." So, in teaching fundamentals and eternal principles, teachers and courses must still be flexible and in harmony with changes in procedures to be abreast of developments. Teachers must, moreover, be objective in their presentation of information and in their dissemination of knowledge. They must not foist their own individual interpretation of what industry wants—but must make an honest effort to find out industry's wants.

In this respect, I must commend your university for its foresight

in establishing an industrial relations department which serves as an effective liaison between school and industry.

—Robert B. Schnering, president, Curtiss Candy Co., speaking at the fourth annual Career Conference, Tennessee State University, Nashville, March 22.

Concrete and Precise

Despite the resources of our language for clarity, beauty, distinctive expression and minute differentiation of meanings, there are people who write their letters and reports in an abstruse, involved, pompous and thoroughly tiresome manner. Simple things are made complex, and complex things are made well-nigh incomprehensible.

Careful writers avoid portmanteau words, loaded with a whole suitcase of meanings. The use of general words instead of particular, or of abstract instead of concrete, may be a saver of the writer's thought processes. We are not here concerned with avoiding the travail in thought of the writer, but with the communication of ideas, and that is hindered if the reader has to deduce the meaning of a communication by a careful sorting and analysis of it.

—From the March bulletin of the Royal Bank of Canada, Montreal.

'Cold Objectivity' Is Out

As one whose official duty it is to publish the monthly estimates on the fluctuations in the labor force, I can never view the figures with cold, statistical objectivity. Whether the total is three or three million plus actually unemployed, to me they represent family after family whose worries have increased because the bread-winner has lost his job. One of the intensely human reasons why the members of the Commerce Department and the entire administration are trying so hard to stimulate private business activity is so that business, in turn, again can hire those who now are out of work.

—Sinclair Weeks, Secretary of Commerce, speaking at the annual meeting of the Western Petroleum Refiners Assn.

Defeat

The toothpaste companies defeat themselves by bringing out a new "miracle" ingredient every year—thus proving the ineffectiveness of last year's highly touted "miracle."

—Sydney J. Harris, in his "Strictly Personal" column, Chicago Daily News.

Rough Proofs

Dr. Morris Fishbein, who is now conducting medical research for P. Lorillard, hopes to be able to prove a lot more than there's not a cough in a carload.

Frank E. Delano, in urging advertising agencies to take more interest in planning point of purchase displays, insisted that 15% isn't everything.

The closing of the Ward Wheelock agency indicates the undesirability of putting all your eggs in one basket—or all your vegetables in one can of soup.

Rep. Crumpacker is against monopoly in the automobile business, especially if Michigan is doing the monopolizing at the expense of Indiana.

Room coolers look like tv of the '50s, the story says, and if the temperature is right, they could easily be the hottest thing in the country this summer.

Admirers of Gen. Nathan Bedford Forrest admit he authored the quotation attributed to him by *This Week Magazine*, "Git thar fustest with the mostest," but insist he expressed himself in much more elegant terms.

When the *Philadelphia Inquirer* illustrated an ad about shirts with a picture of a man wearing a patch over his eye, they didn't have to identify the brand otherwise.

Big families are now coming back, says JWT, referring to the number of homes with four, five or six children. That's why they're now having to build school houses with expandable walls.

Blue Cross and Blue Shield hospital and surgical insurance plans are operated on a non-profit basis, but like the mouse-trap maker they've found it necessary to tell the good news in advertising.

In order to improve the business indices based on retail trade a little faster, the administration should have persuaded the ecclesiastical authorities to have Easter come just a little earlier this year.

One thing the General Foods television celebration proved to the satisfaction of the critics and the public is that enchanting Mary Martin should spend more evenings in musical shows.

The cigaret manufacturers have received one encouraging bit of information in the announcement of spokesmen of the cigar industry that they're not interested in the women's market.

Winners of the unofficial pennants in the Grapefruit League are Pittsburgh and Baltimore, but the fans in those cities haven't yet started ordering World's Series tickets.

COPY CUB.

Showing the Way by Ingenuity

The promotion, marketing and advertising activities of the securities brokerage house of Merrill Lynch, Pierce, Fenner & Beane stir two reactions in us.

The first is one of enormous admiration for the ingenuity and initiative which "We the People" brings to bear on its sales and operating problems, and the tremendously effective manner in which this business sidesteps tradition and explores new pathways without becoming garish or too-urgent, and without sacrificing an iota of the basic feeling of trust and confidence and conservatism which is so essential to its business.

The second is a feeling of frustration and impatience because it seems ridiculous that a stock broker should be showing the way in showmanship, in sprightliness, and in all-around sales ability to thousands of people who have so much more latitude in which to move and so much more exciting stories to tell.

This frustrated feeling comes regularly every month, as Merrill Lynch's house organ is delivered. Here is one of the most readable, most sprightly house organs—and all of it dealing with completely serious stories of companies whose stock is listed on one or another of the stock exchanges. The facts must be as right as they are in any technical manual, and the company-rundowns are of tremendous importance to those involved. Yet, month after month, the house organ completely avoids dullness and stodginess.

And now the frustrated feeling is enhanced by announcement of Merrill Lynch's stock brokerage offices on wheels, which are being put into service in suburban communities.

If a stock broker can come up with advertising and merchandising, and promotional and sales ideas like this, why does there seem to be such a dearth of similar—and more spectacularly sensible—ideas emanating from the thousands of businesses which have so many more opportunities to make a real dent on the public consciousness?

It was once accepted as a truism that banks and financial institutions were staid, stodgy and dull, and that the odds against hammering an innovation into their thick skulls were too enormous to calculate. But now the tables seem to have turned. Bank advertising all over the country is fresh and live and friendly; every day some innovation seems to appear to make doing business with a bank easier and more pleasant and more interesting.

Maybe the rest of us have been resting too pleasantly on our oars. Maybe we could learn something about promotion and salesmanship and alertness from banks and financial organizations.

Santa Claus Is Coming to Town

Last week's Supreme Court decision, slapping the Federal Communications Commission on the wrist for trying to prevent giveaway programs, is almost certain to result in a new flurry of this type of program.

All we can hope is that advertisers, stations, program planners and all others who have anything to do with broadcast fare will exercise more restraint than has been notable in the past in following the leader. Otherwise, Santa Claus is going to be a year-round visitor, and Christmas may actually settle back to being a religious holiday.

We don't like giveaway programs personally, but that is naturally beside the point. Our concern is the same concern we have expressed over and over again: That too many advertisers tend to converge on a single path, doing exactly the same thing everyone else is doing, to the point where everyone loses effectiveness.

Whether it is giveaways, or cartoon strips, or animation, or any number of a host of other advertising devices, the tendency for all to rush in with the same treatment is a bad one, because it is an ineffective one.



Ever Look at a Newspaper *This* Way?

More for the money means a lot to buyers of newspapers as well as other goods.

This accounts for the loyalty THE INQUIRER wins from its readers. They know they have received FULL VALUE. As manifested in more editorial features, more columnists, more comics . . . than any Philadelphia newspaper.

Look at THE INQUIRER for all it offers its readers . . . and for all it offers YOU . . . selling power unmatched in America's third market. For selling power alone makes THE INQUIRER FIRST . . . FIRST in national advertising, retail advertising, classified advertising and total advertising.

Boom Continues in DELAWARE VALLEY, U. S. A.

\$372 million industrial expansion set for 1954 — 18% increase over 1953. In face of 8% nationwide industrial expenditure decline.



The Philadelphia Inquirer

The Voice of Delaware Valley, U.S.A.

Exclusive Advertising Representatives:

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
GEORGE S. DIX
Penobscot Bldg.
Woodward 5-7260

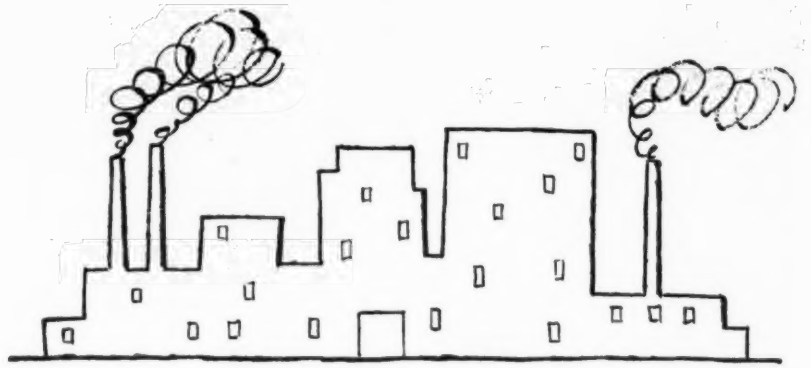
West Coast Representatives:

SAN FRANCISCO
FITZPATRICK & CHAMBERLIN
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK & CHAMBERLIN
1127 Wilshire Boulevard
Michigan 0259

It's a good year for

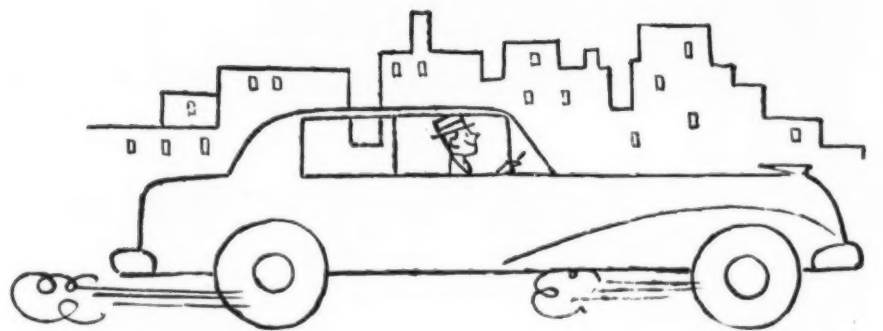
LIFE can help you all along the selling line. For example, here's



1

Starting with the manufacturer . . .

LANE advertises in *LIFE* because this well-known cedar chest manufacturer finds that *LIFE* reaches a nationwide audience of householders, engaged couples, and trousseau-gathering teen-agers. (For the same reason, Lane now promotes its new line of tables in *LIFE*, too.) According to Lane's president and founder, E. H. Lane, Sr.: "We feel that our advertising in *LIFE* with consistent four-color pages is one of the big reasons we have had a steady growth in sales during the past sixteen years."



2

Continuing with the manufacturer's salesman . . .

"Our customers, the retailers, have been quick to discover *LIFE*'s impact," reports Lane salesman Glenn S. Thomas. "Lane's advertising in *LIFE* not only helps me sell more efficiently, it also helps my customers sell more. I always bring along the latest Lane ads, because I find most retailers use them at the point of sale."

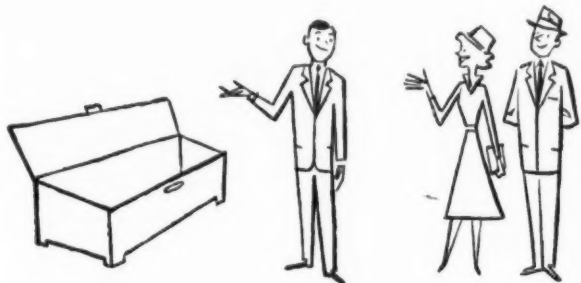
this kind of selling

how Lane uses LIFE's help at every step in selling furniture.

3 Moving on to the retailer...

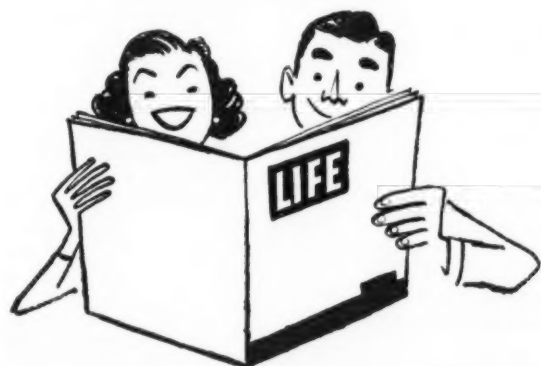
Buyer Garth Atherly of McMahan's Furniture Co. in Santa Monica now takes up the story: "We feel that LIFE tie-ins and promotions, besides selling merchandise, attach to the store some of LIFE's own prestige." LIFE's size and prestige do have a measurable influence on retail selling, even breaking down traditional sales limitations.

Thanks to round-the-calendar Lane advertising, for example, Lane retailers now enjoy continuous year-round selling on what was once considered a highly seasonal item.



4 ... delivering powerful sales impact in the home!

And finally, LIFE's tremendous national selling power becomes tremendous *local* selling power—in home after home across the country. Here's how Miss Jacqueline Sills of Atlanta describes it: "I've wanted a good cedar chest for ages. Last summer, I saw a color ad in LIFE showing a variety of Lane Chests. I liked two of them very much, recognizing one I'd seen in a window at the Haverty Furniture Store in town. So when the time came, I bought it at Haverty's. I think it pays to choose famous products in which you can take pride."



LIFE reaches 11,880,000 households every week*

LIFE

9 Rockefeller Plaza, N. Y. 20, N. Y.

**First in circulation
First in readership
First in advertising
First with retailers**

*Source: *A Study of the Household Accumulative Audience of LIFE (1952)*, by Alfred Politz Research, Inc.

Education Company Bows

Gwen L. Lam, formerly editorial director of Wheat Flour Institute, Chicago, and her associates have formed Educational Materials Corp., with offices in the Tribune Tower, Chicago. The company will produce sponsored teaching aids—booklets, charts, filmstrips and educational materials—for special markets and use in schools.

New Rate Book Available

Local advertising rates of 1,377 newspapers in 1,042 cities have been compiled by Basic Retail Rate Index, Baltimore. The listings, which are intended as a guide for manufacturers in checking payments claimed by retailers for co-op advertising, include circulation figures and population of cities. The publication sells for \$35.

Names Stewart Ad Manager

Graeme W. Stewart, regional sales manager in Indiana, Kentucky, Ohio and West Virginia of the Stewart-Warner electric division of Stewart-Warner Corp., Chicago, has been promoted to advertising and sales promotion manager of the division.

Renuzit Names Scott S. M.

D. Gerald Scott has been appointed sales manager of Renuzit Home Products Co., Philadelphia manufacturer of dry cleaner and spot remover. He succeeds Samuel H. Sauber, who remains with the company in an advisory capacity.

Princeton Film Boosts Cross

Bradford K. Cross, eastern district sales manager of Princeton Film Center, Princeton, N. J., has been promoted to national director of sales and promotion for the tv film production and distribution company.

Named by TV Film Council

Albert D. Hecht, sales and account manager of Bill Sturm Studios, New York, has been named v.p. in charge of production for the National Television Film Council, New York.

Stations Appoint McGillvra

WJMR and WJMR-TV, New Orleans, have appointed Joseph Hershey McGillvra Inc., New York, to represent them nationally. Bolling Co. formerly handled these stations.

William Youry to WBZ-TV

William H. Youry, formerly promotion and merchandising director of WGLV-TV, Easton, Pa., has been appointed sales service supervisor of WBZ-TV, Boston, a Westinghouse station.



EASY DOES IT—A new device to help measure copy and print is being offered by Arthur H. Nellen Jr., Box 106, Broomall, Pa. Graduated in inches and picas on one side of the dial and inches and agate lines on the other, manuscripts or galley can be "quickly and accurately" measured by running the instrument up or down the page. It also can give a character count on typed manuscripts. It sells for \$4.95 and comes in a leather case.

NEW LOW PRICES!

FILM TRANSPARENCIES
PRINTONS
DYE TRANSFERS

EXAMPLE

100 8 x 10 FILM DUPLICATES
\$2.00 each. FULL PRICE

Also all types of shadow boxes
— made to order and stock.

MIDDLE WEST DISPLAY & SALES CO.
1635 W. Melrose St., Chicago 13, Ill.



Mr. Oversight Misses a Gusher in Oil-Rich Harris County!

He Overlooked The Houston Post

He didn't know that in the oil-rich Houston market, the pace-setting Houston Post is the newest gusher. He overlooked the fact that in the nation's No. 1 oil-producing center, The Houston Post is No. 1 in circulation gains; that by sticking to outdated space buying practices he was doing far less than half a selling job. While other advertisers are pumping big Houston market volume from

The Houston Post — Texas' newest gusher — Mr. Oversight's sales have declined to a dribble. Mr. Oversight ought to wake up to a vastly changed media and market picture. He ought to get the facts from his nearest Moloney, Regan and Schmitt office today! Starch studies made regularly. Details available on request.

The Houston Market Today is Sold on ... Sold By

THE HOUSTON POST

More Than 187,000 Daily—201,000 Sunday*

... and still growing!



W. P. Hobby, Publisher
Eugene Lemcoe, Director
of Advertising
Robert Barran, Manager of
General Advertising

*ABC Publisher's Statement,
September 30, 1953

Business Papers Off Slightly in March

CHICAGO, April 8—Advertising volume in business publications showed little change last month.

As reported in the April issue of *Industrial Marketing*, business publications were a fraction (eight-tenths of 1%) off for March, 1954, as compared with the same month last year. This return brings the three-month total to 106,025 pages or 328 pages less than for the same period in 1953.

These small fractional differences reflect in part a continuing drop in the trade publication category, which is down 3.7% for the year so far and 4.5% for March. All five categories were low, in fact, with only the industrial publications registering a very slight gain—two-hundredths of 1%.

A summary of *IM's* tabulation, representing 279 business publications, follows:

Classification	Month of March		
	1954	1953	% Change
Industrial	24,086	24,081	0.02
Product News*	3,278	3,282	-0.1
Trade	6,255	6,553	-4.5
Class	2,869	2,884	-0.5
Export	1,127	1,134	-0.6
Total	37,615	37,931	-0.8

Classification	January-March Inclusive		
	1954	1953	% Change
Industrial	67,189	66,867	0.5
Product News*	9,360	9,252	1.2
Trade	17,958	18,650	-3.7
Class	8,082	7,931	1.3
Export	3,436	3,603	-4.6
Total	106,025	106,353	-0.3

*One-ninth page units.

Emerson Plans Spring Drive for Portables

Emerson Radio & Phonograph Corp., New York, will break the company's biggest spring campaign ever for portable radios May 9. The drive will continue through June 27. Major emphasis will be on newspaper supplements, with the First Three Markets Group, *The American Weekly* and *This Week Magazine* scheduled.

This schedule will be reinforced by newspapers, business publications and spot radio announcements. Theme of the drive is, "You never heard it so good; you never paid so little." The line starts with a \$19.95 model. Grey Advertising Agency, New York, handles this account.

Finances Smoke-Cancer Study

The American Cancer Society has granted \$25,000 to Washington University, St. Louis, to finance laboratory studies on the relation of tobacco smoke to cancer.

Greenwald Joins George Gero

Seymour Greenwald has been appointed an account executive of George Gero Advertising, Patterson, N. J.



The Associated Press

What's happened to the Japanese sandman?

Remember the Japanese sandman? The fairy tale character who throws sand into your eyes to make you sleepy? Lindsay Parrott has been Tokyo correspondent for The New York Times for eight years. He has yet to meet any sandman.

But that's not what keeps Parrott awake. It's the harsh time difference between Tokyo and New York. Tomorrow's news is just beginning to break in Tokyo as the editors in New York are putting tomorrow's paper to press. It keeps Parrott on a constant deadline.

But deadlines are nothing new for him. He has been fighting them for 30 years. He started in 1923, only a couple of years out of Princeton, as a reporter in New York. In the next ten years he covered such sensational stories as the Lindbergh kidnapping, the Jimmie Walker trial, the Ruth Snyder electrocution.

In 1933, Parrott went to Europe for International News Service. He was at home there. A native Scot, he had been schooled in England and Switzerland. For INS he covered Moscow, Rome, Paris, Mussolini's Ethiopian adventure.

Parrott joined The Times in 1937 as a copy editor in New York. World War II gave him itchy feet. He was covering MacArthur's reconquest of the Philippines when a burst of shrapnel laid him low on Leyte.

Since 1945, Lindsay Parrott has covered the birth and growth of a new Japan. He has also been responsible for Times coverage of the war and the truce in Korea.

Lindsay Parrott is one of hundreds of wide-awake reporters, correspondents and editors who make up The New York Times team all over the world. Working together, they produce each day a wide-awake newspaper that is interesting, informative, different from any other. The Times has the biggest staff. It brings readers the most news.

And because readers get more out of The Times, so do advertisers. Let us tell you the whole story.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

TRUE M REACHES 2,000,0

First Man's Magazine to Sell
Now Passes 2,000,000 Mark*

in 1954 TRUE is more
for the advertisers in

1ST AMONG ALL MAGAZINES
in pages of alcoholic
beverages advertising gained!

2ND

5TH AMONG ALL MAGAZINES
in pages of automotive
advertising gained!

5TH

And more advertising dollars were
issue than in any other issue in

MAGAZINE

1,000,000 CIRCULATION!

Over 1,000,000 Copies Monthly;
Outsells All Other Men's Magazines

and more a better buy
1953 who made TRUE...

AMONG ALL MAGAZINES

in the number of
men's shoe advertisers!

4TH

AMONG ALL MAGAZINES

in men's apparel
advertising revenue gained!

AMONG ALL MAGAZINES

in sporting goods
advertising revenue gained!

spent in TRUE's April, 1954
the publication's history!



**Publisher's estimate, February, 1954 issue*

How to get a good grip on a great male market!

Join the advertisers who know from profitable experience that Elks give preference to products advertised in The Elks Magazine. For \$2.25 per page per thousand you can come to grips with this mass market of men with class incomes.

THE **Elks** MAGAZINE
New York • Detroit • Chicago • Los Angeles



YOU MIGHT DRIVE 403 MILES AN HOUR*—

BUT... YOU NEED WJEF RADIO TO GET INTO HIGH GEAR IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

Metropolitan Grand Rapids is Western Michigan's biggest market, and WJEF is Grand Rapids' biggest radio value.

Conlan figures, left, show WJEF's superiority. Of the area's 116,870 radio homes, WJEF delivers:

12.6% more morning listeners than the next station—
25.2% more afternoon listeners—
9.6% more evening listeners!

WJEF also costs less than the next station—morning, afternoon and night! On a 52-time basis, you can actually buy a daytime quarter-hour for less than 25¢ per-thousand-radio-homes!



The Feltzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMRD — PEORIA, ILLINOIS

WJEF
CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

*On Sept. 16, 1947, at Bonneville, Utah, John R. Cobb was clocked at 403.135 miles an hour.

Lockset to Sanger-Funnell

Lockset Screening Co., Canton, Mass., manufacturer of Fiberglas screening, has appointed Sanger-Funnell, New York, for all advertising and sales promotion. Lockset is a new advertiser. It purchases Fiberglas from Owens-Corning Fiberglas Corp. and manufactures screening for consumer and industrial uses. Plans call for a schedule in business papers and development of point of sale material.

Minox Appoints Agency

Kling Photo Corp., New York, recently appointed U. S. distributor for Minox ultra-miniature cameras and accessories, has named Shappe, Wilkes, Gilbert & Groden, New York, to handle its advertising. Initial campaign for the Minox III, called the "world's smallest precision camera," includes photography, sport, men's, travel and consumer magazines.

Levy Names Loeb, Pollins

Levy Advertising Agency, Newark, has appointed Robert A. Loeb an account executive and Earl Pollins production manager. Mr. Loeb previously was production supervisor of radio and tv for Hirschon-Garfield, New York. Mr. Pollins formerly was with the production department of L. Bamberger & Co., Newark department store.

Two Agencies Join League

Mahoney & Howard and Jack P. Felton Advertising, both New York, have been elected to membership in the League of Advertising Agencies, New York.

Getting Personal

David North, in the press department at Ted Bates & Co., has been awarded a Fulbright scholarship to New Zealand, where he will study political science at Victoria University college, Wellington. He took a leave of absence from the agency April 1...

While on a recent 16-day South American cruise aboard Alcoa's *Cavalier*, WJR president **John F. Patt** received new evidence of the Detroit station's widespread coverage. The ship's captain spent his time listening to **Clark Reid's** all-night program all along the northern coast of Venezuela, while confined to his quarters with a back injury...



QUARTER CENTURY—Widely known adman, Henry T. DeHart (right), merchandising manager for the truck division of GMC truck and coach division, looks relaxed as he receives a gold watch from general sales manager Richard C. Woodhouse, for 25 years' service in GMC truck.

Robert J. Bayer, editor of *Traffic World*, has returned from a seven weeks' trip during which he investigated traffic and transportation conditions in most of the countries of Western Europe. Articles describing his impressions have been running in the magazine...

Bert Ray, head of Bert Ray Studios, Chicago, was presented a lifetime honorary membership in Advertising Artists of Pittsburgh, following a recent appearance there as guest speaker...

Audubon note: There was a confusion of Swanns in the March 15 Getting Personal column. The item about **William B. Swann**, wintering in Florida, called him the International Harvester Swann, whereas the IHC bird was a one-n Swan. The one in St. Petersburg started with John Lee Mahin in 1907; later became a partner of the Charles H. Touzalin agency, account executive of Perrin-Paus, and then went to Presba, Fellers & Presba. Five years were spent with the Melvin F. Hall agency in Buffalo...



CAMEL-BACK—Stephen Goerl, president of Stephen Goerl Associates, New York advertising and public relations firm, turned tourist to visit the Pyramids and Sphinx on his recent vacation trip to Egypt. Atop camels, left to right, are Hussein A. Bakri of Mirs Travel & Shipping Co., Mr. Goerl, and Mrs. Bakri.

AA associate editor **Maurine Christopher** is busy these days telling her friends to be sure and see "Now You See it," a one-man magic show opening in Broadway's Longacre Theater April 19. The star: Maurine's husband, famed magician Milbourne Christopher...

Newsweek p.r. man **George Griswold** reports the arrival of his third daughter, born March 15... **Patricia Hubbell**, assistant editor of the *Westport Town Crier*, married co-worker **Harold Hornstein**, news editor of the Connecticut paper...

James L. Stirton, director of NBC-TV for the central division, returned last week from a Florida vacation... To celebrate their first anniversary, **Jim Christopher** and **Herb Hill**, Hill & Christopher agency, Los Angeles, sponsored coffee for all workers—more than 1,000—in their building...

Lawson & Lawson, New York display consultant, announces "the addition to its staff (after several months of negotiations) of Andrea Hope Lawson." Papa, adman **Tom Lawson**, adds to the announcement: "I hope we can get together soon to discuss our expanded creative and production facilities..."

Robert U. Neal, advertising manager of the Peabody Coal Co., Chicago, has been vacationing at Dunedin, Fla., visiting his parents there. His dad is **Jesse H. Neal**, famous as the first executive officer of Associated Business Publications following its founding in 1912...

Government Heads Point to Crisis in Current Construction Statistics

Speaking before a special group of construction industry leaders in Washington late last month, Stuart Fitzpatrick, Construction Division Head, Chamber of Commerce, warned that building products manufacturers face a danger-loaded crisis if they accept as fact the statistics and market data on construction now being released by various government sources.

In supporting talks, key department heads of all government divisions responsible for construction statistics confirmed Fitzpatrick's view, and termed current figures on construction—"who does it, how and where?"—as being totally unreliable. Walter Snyder and Wayne Dougherty spoke for the Department of Commerce, Paul Barger for the Bureau of Census, and H. E. Riley for the Bureau of Labor Statistics.

• Representing *Practical Builder* at the meeting, Executive Editor James Lange pointed out that much of the data now being released fails to confirm the basic truth that *building is done where people live*. It was generally agreed that any data or statistics that appear to vary with this basic fact are unreliable.

"To conduct their business with economic intelligence," Fitzpatrick said, "building products manufacturers have got to realize that they *must have* reliable and up-to-date data, procured through accurate and professional analyzing techniques, available to their own market and sales analysts at all times. One purpose of our recently completed study, 'Economic Intelligence' (compiled under the direction of Buford Brandis), is to help management men in this industry appreciate that fact."

Crisis To Get Worse

Fitzpatrick and all other officials on the panel continuously pointed out, however, that until such time as all building products manufacturers begin to bring pressure on their local representatives for action, the crisis in construction statistics will get progressively and rapidly worse. Starved for funds for the past several years, the departments involved are now virtually inoperative, with only vague facts to work with. Congress has either denied any money at all, or reduced staffs to a completely inefficient level.

Labeled "misleading," "spotty," "incomplete" and "only confusion and guesswork" by Commerce Secretary Weeks' investigative committee recently, housing and other construction statistics have definitely reached a point of real alarm for the industry, in the view of *Practical Builder* editors.

• Typical example of what can happen is the "20% of the builders do 80% of the building" story. This data, based on an innocuous study of 1949 home starts in 15 major metropolitan areas, 14 "minor" ones, and 18 non-metropolitan areas by the Bureau of Labor Statistics, was compiled as a beginning for a series of monthly studies to help define the complexity of the home building industry. The project was just under way, according to H. E. Riley (Construction Division Chief of the Bureau of Labor Statistics), when it had to be abandoned for lack of funds.

Nevertheless, the data then available was compiled, "projected" and released in August of 1951 to show—among other things—that "more than a fourth of all non-farm dwellings started during 1949 were built by non-professionals—persons who built houses for

their own families." You don't have to know anything about the building business to discount as pure "hokum" any statement that one in every four average Americans who built a home, built it himself in 1949 or any other year since the log cabin days! Further study of this same BLS Survey reveals that 4,890 of these "owner-builders" built 2 to 4 houses in 1949, while 1,460 of them built up to 9 houses!

• This latter phenomena is completely beyond belief, of course, but is explained in this way; a small "miscellaneous group" was

lumped into the "owner-built" classification. It was a small group, but included "business firms building for their employees," "social service agencies building for employees or inmates," etc. When such out-of-the-ordinary circumstances arising in a sample area are "projected," the result can be fantastic as compared to facts.

Some Believe it Anyway

Yet, this BLS study has been widely publicized in many ways (even as recently as last month), and its purported "results" have been accepted as fact by many otherwise responsible building industry management officials! In many cases, these "20% do 80%" figures are being used as a 1954 market guide even though the study is based on 1949 data, and even though the figures are plain-

ly labeled as "projected" from a 47-area sampling (government statisticians regard a minimum of 230 areas as essential to develop any present-day figures).

Since it is obvious that reliable government statistics cannot be made available for a year or two at the very least, current studies to provide an accurate picture of today's building industry market are now under consideration by *Practical Builder*. In addition, several joint surveys (to be conducted by several different interested parties in collaboration with *Practical Builder*) are contemplated.

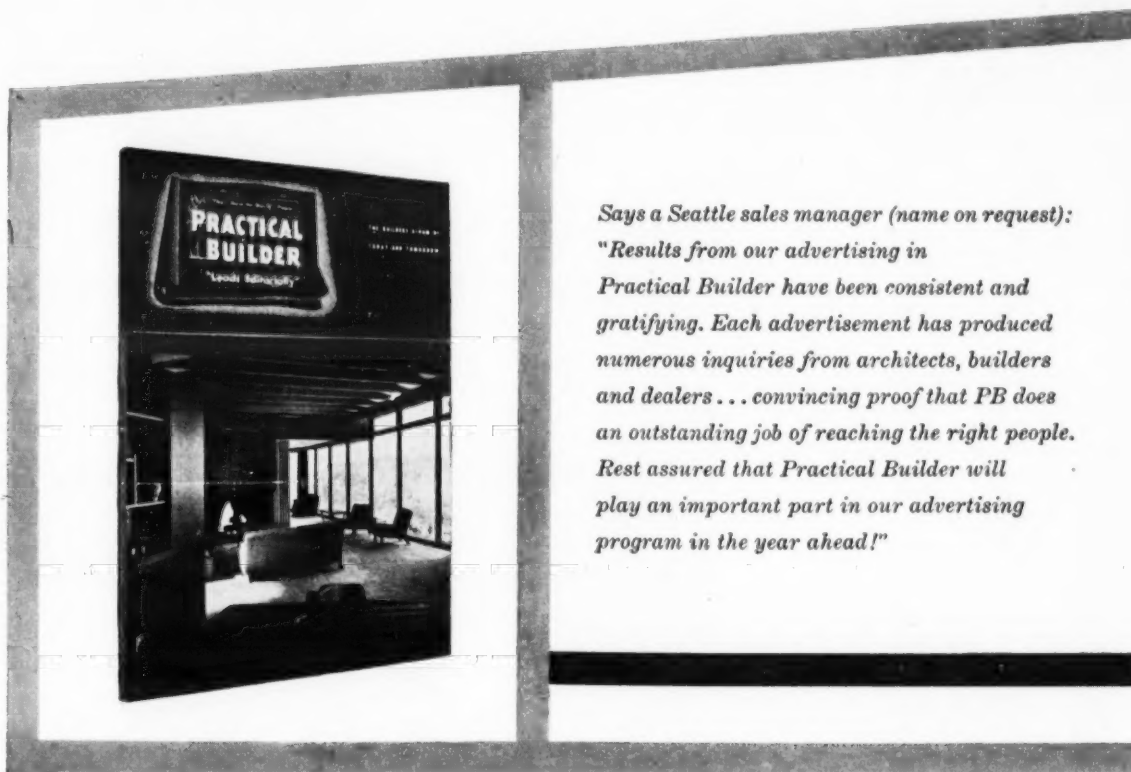
All interested building products manufacturers, or their advertising agencies, are welcome to participate in these studies. Write Research Division, *Practical Builder* for details.

Builders Getting Bigger?

Compared to the Housing and Home Finance Agency's 1949 survey, which revealed that 99% of all builders in that year built less than 25 homes each, recently released FHA figures show that 80% of the giant home building business is accounted for by builders of fewer than 20 homes a year each!

As the story to the left illustrates, no one knows for sure exactly who builds what—or how much. The best answer for building products manufacturers continues to be *Practical Builder's* often-repeated advice:

"Your target is made up of no mere handful, but a very large number of builders . . . whose type and volume of work varies from year to year and at all of whom you should direct your sales efforts."



Says a Seattle sales manager (name on request):

"Results from our advertising in *Practical Builder* have been consistent and gratifying. Each advertisement has produced numerous inquiries from architects, builders and dealers . . . convincing proof that PB does an outstanding job of reaching the right people. Rest assured that *Practical Builder* will play an important part in our advertising program in the year ahead!"

It's as simple as a sentence from McGuffey's Reader:

Today's Builder is in the business of producing the best house at the lowest price . . .

whether he's a small operator building 5 houses or a big one building 500.

"Merchant builders", "merchandising", "salesmanship" are over-all words that

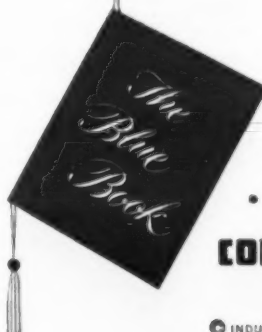
do not take the place of "overalls." Let's face it: to the man who builds homes,

"merchandising" begins on the drawing board and continues through the

construction job. So what counts in the finals is building know-how.

And that is precisely what **practical builder** delivers to the men who are really building things in America. That's why advertisers who know the

real thing when they see it agree: "When you're in PB, you're in!"



... of the light construction industry

Unhappy Sponsor . . .**Bing Crosby Films Second, and Last, Show for GE; Program Date Not Set**

NEW YORK, April 6—Bing Crosby is not the only one who is finding his television experiences trying; the same can be said for his sponsor, General Electric Co.

Mr. Crosby's first tv film arrived in New York so close to deadline for telecasting that GE put it on as scheduled despite the company's reservations about a hot dance sequence as Sunday night fare.

In the months that have followed since the crooner made his initial try as a television star, there probably have been times when the sponsor wondered if this were a wise decision.

GE has received lots of mail from viewers who thought Sheree North's strip-tease-type dance was very poor taste for family entertainment on Sunday nights. Artistically, many critics found the program below Mr. Crosby's usual standards.

■ The popular groaner was not the first big name to get off to a slow start in video, however, and GE admen were looking to a better second show and making big plans for Crosby and tv in the fall.

Several weeks ago their hopes were dashed by press stories quoting Crosby as having announced that he has just completed his second—and last—television show. In ensuing meetings on the company's plans for institutional advertising in the fall, the Crosby show was accordingly taken out of the bidding.

Instead, GE and Batten, Barton, Durstine & Osborn are now trying to think of other ways to stir up new interest in the CBS-TV Sunday 9 p.m. (EST) spot. Except for Mr. Crosby's one appearance, the time this year has been filled by 30-minute dramas—these get a pretty good rating—and Fred Waring. Mr. Waring probably will stay with the company, but he is not expected to be on as often next year.

■ Subbing for vacationing critic John Crosby, Bing said that he didn't know what his TV plans for next year "were likely to be." He said the "I don't need tv" remark attributed to him in recent newspaper stories was a misquote.

still is the matter of the expected second Crosby show, which his sponsor hoped would make the critics reverse themselves. On the basis of early commitments by Crosby representatives, the company felt the show might be fitted into the schedule on April 4.

However, when it developed that the film would not arrive until at least the week of March 22 (it came a little later) GE gave up all plans for April 4, refusing to chance buying "a pig in a poke" a

second time. The company also wanted more time to publicize and promote the show.

■ On the question of seeing a show before it goes on the air, GE points out that its policy is not one of artistic censorship, but merely one of checking to make sure there is nothing that will be embarrassing to the sponsor from the commercial viewpoint. All the company's film shows are scheduled to arrive in time for this pre-checking.

The second Crosby film has now been seen by the GE people, and within the company reaction to the show has been mixed. This program is said to have a minimum of production; in fact, it offers mainly the singer and a piano.

As one GE source put it, "This show will be loved by those critics who said Bing Crosby didn't need dancing girls, big productions, etc., and advised him to just stand up and sing."

"On the other hand, viewers who

now**certified proof that
are buyers of****THE INDUSTRIAL PUBLISHING COMPANY****proudly presents****ACTION & AUDIT****. . . answers the questions most asked****by ADVERTISING BUYERS**

Buyers who want their advertising to create sales ask these questions about a publication:

Does it cover the particular market I want to reach?

Does it reach the men in that market who make the real buying decisions?

Does it have continuously high readership by those men?

Industrial Publishing Company, as the result of months of study, checking and analysis now brings you clear-cut, authentic answers to these questions through an amazingly revealing method called "ACTION-AUDIT".

"ACTION-AUDIT" is exactly what the two words imply—it is a certified audit of the action created by the publications checked. The thousands of inquiries received as the result of advertising in a month's period are tabulated, identified and classified according to "wanted information".



- APPLIED HYDRAULICS
- INDUSTRY & WELDING
- FLOW
- PRECISION METAL MOLDING
- COMMERCIAL REFRIGERATION & AIR CONDITIONING
- OCCUPATIONAL HAZARDS
- INDUSTRY & WELDING QUARTERLY
- FLOW QUARTERLY

From this tabulation "ACTION-AUDIT" tells you with unerring accuracy the markets covered, by types of plants . . . identifies the men who make the buying decisions . . . reveals their readership habits . . . and in addition tells you the extent of interest in the particular product or service you want to sell. It is positive proof of a publication's ability to cover a market.

Industrial Publishing Company, a pioneer user of the Franchise Circulation method takes great pride in the results of this first "ACTION-AUDIT". It furnishes tangible proof that the Franchise Circulation method reaches the active buyers!

The tremendous number of inquiries received each month and the "ACTION-AUDIT" of these inquiries is proof of the great selling power of these six publications in their respective markets. Ask your INDUSTRIAL PUBLISHING COMPANY representative to show you an "ACTION-AUDIT", or write for a copy of "ACTION-AUDIT".

**SALES OUT OF SCHOOL**

It's no tale out of school to say that sales out of school are being increased by advertisers cultivating the fast-growing Youth market.

Consumer studies* show that Youth has become a major market—with more family influence and more money to spend than ever before.

The best, most direct way to reach the heart of this Youth market is with an advertising program in Scholastic Magazines, which have over 1,350,000 weekly paid subscribers in junior-senior high schools.

*Sources on request

SCHOLASTIC MAGAZINES

33 West 42nd St., New York 36, N.Y.
75 East Wacker Drive, Chicago, Ill.

think a star like Crosby should come in with a technicolor extravaganza—in black and white—will probably wonder how he had the nerve to send us a show like this one."

At this writing no date has been set for Crosby telecast No. 2, which will probably be fitted into the Sunday night schedule before the current cycle ends in June.

The company's radio future with Mr. Crosby also is indefinite at this point. Aside from the fact

that GE is said to be a bit weary of getting much of their information about Crosby's plans for television second-hand through the press, the continuance of the radio show will depend on Bing's health, the cost of the package, and other show possibilities.

Most people will be surprised if GE continues the radio show at its present price, which the company reportedly went along with at first only because of Crosby's attractiveness as a tv personality.

NBC Adds Two TV Stations

WALB-TV, Albany, Ga., and KFBC-TV, Cheyenne, Wyo., have affiliated with National Broadcasting Co. KFBC-TV operates on Channel 5; WALB-TV is due to go on the air in April.

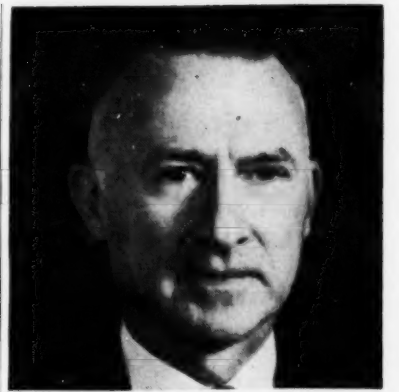
Thomas & Sons to Wehner

William C. Thomas & Sons, Ridgefield, N. J., contract manufacturer of components and sub-assemblies used in appliances and industrial equipment, has ap-

pointed Wehner Advertising Agency, Newark, N. J., to handle advertising and public relations. The company is a new advertiser. Business and industrial publications will be used.

Airline Offers Instalment Plan

Pan American World Airways will institute an instalment plan for purchase of tickets starting on May 1. Passengers will be able to pay 10% down and as many as 20 monthly payments thereafter.



EDWIN H. BADGER, assistant general manager of the Houston office of Foote, Cone & Belding, has been elected a v.p. of the agency.

Lieberman Joins Siesel Co.

Norma Lieberman, formerly director of public relations for Friend-Reiss-McGlone, New York agency, has joined Harold J. Siesel Co., New York, as assistant publicity director.

the readers of these publications

YOUR PRODUCT!

a new meaning for the word "PROOF!"

Every inquiry, of the thousands received, is set up on a Remington-Rand punched card system. From the inquiry, every fact of value to an advertiser is then recorded and checked — name of plant, location, name and title of inquirer, type of product inquired about, etc. A nationally recognized firm of certified public accountants establishes the validity of the inquiries by its own independent verification methods. This firm prepares its own report of its

findings and this report is made available to advertisers exactly as it comes to us!

As a result of this "ACTION-AUDIT", the answers to questions about readership buying habits can be quickly submitted. This gives new meaning to the word PROOF — and INDUSTRIAL PUBLISHING COMPANY is proud to be the first to give it to you — truthfully, unbiased and verified!

THE INDUSTRIAL PUBLISHING COMPANY
1240 ONTARIO STREET Member B.P.A. CLEVELAND 13, OHIO

You're free as a bird...

You don't have to worry when you rely on Laurence, where experienced skill solves your engraving problems for you without taking up your busy time.

Laurence
INCORPORATED
CHICAGO

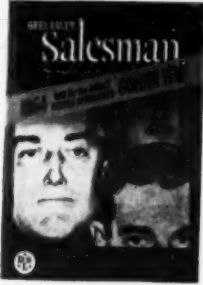
Fine Photoengravings for 20 Years
547 South Clark • WAbash 2-6284

Are you receiving your free copies of "Laurence's Guide for Photoengraving Buyers"? If not, write or phone today.

**SALES ACTION
FAST**

First force for fast sales action today is the *modern* Direct Selling Specialist. He's been selling while others forgot how. He's *pre-trained*—ready now to break your sales bottleneck—available *right now* through **SPECIALTY SALESMAN!**

FIRST
IN ITS FIELD
FOR 10 FULL YEARS
326,000
ACTIVE DIRECT SELLING
SPECIALISTS READ IT!



**SEND US 3 FACTS, GET
FREE SALES ANALYSIS**

Don't judge Direct Selling's potential for you on hearsay or prejudice you can't afford it! As a good businessman you want to *know* and you can without obligation by sending us *just 3 facts*: 1. the nature of your product (send a circular if you have one) 2. the selling price to user, 3. maximum possible commission "spread". We'll make prompt, thorough, impartial analysis tell you fairly, frankly your Direct Selling chances, charge you nothing. Address:

**SPECIALTY
Salesman**

307 North Michigan Avenue
Chicago 1, Illinois
Phone: RAndolph 6-0743



65,000
DISPLAY THIS
EMBLEM

SPECIALTY SALESMAN founded the Direct Selling Legion in 1935, maintains it today as only such group in existence. DSL members total over 65,000, carry DSL credentials, display its emblem, provide world's greatest single reservoir of trained professional sales talent, can be reached only through SPECIALTY SALESMAN.

Union Gets Match Award

A labor union has won advertising honors for the first time, according to the Match Industry Information Bureau, New York. The bureau reports that the Amalgamated Lithographers of America, CIO, received a certificate award for its entry in the 1953 match book awards competition. The match books were used to get plants with union contracts to use union label imprints on their work.

Beverly Bond Joins Ronson

Beverly B. Bond has joined Ronson Art Metal Works, Newark, as v.p. in charge of the newly-formed electric shaver division. He was previously with Remington Rand Inc. for 25 years, most recently as v.p. in charge of domestic and foreign manufacturing.

Scooter Maker to Doyle Dane

Innocenti S.G., Milan, Italy, maker of the Lambretta motor scooter, has appointed Doyle Dane Bernbach Inc., New York, to handle its advertising.

**Canadian Video Men
Want More Stations
in Major Markets**

QUEBEC CITY, April 6—Private radio and television broadcasters' pet peeve against the Canadian Broadcasting Corp.'s exclusive tv rights in six major Canadian cities was again raked across convention tables of the Canadian Association of Radio and Television Broadcasters which recently convened for its 29th annual session in Quebec City.

A record number of over 500 radio and television broadcasters, station representatives, national advertiser and agency personnel heard President F. H. Elphicke (CKWX, Vancouver) survey Canadian tv development. "There cannot be a full and efficient service to the Canadian public," he said, "until competition within Canadian cities or markets is permitted through issuing licenses for two or more stations in these cities."

The CARTB has vigorously demanded relaxation from CBC's grip on exclusive rights. The government-owned corporation has insisted on six exclusive fields for tv—Montreal, Toronto, Halifax, Ottawa, Winnipeg and Vancouver—all top lucrative markets. Private broadcasters find this monopoly impossible for competition, except from across the border.

■ Mr. Elphicke quoted his home town, Vancouver, as an example. "CBUT is the only Canadian television in Vancouver and it competes with two stations in Seattle, two in Tacoma and one in Bellingham. We have no complaint against American competition but a single Canadian station is unable to compete successfully with four or five U. S. stations.

"It is essential that at least one or two more Canadian stations in Vancouver should give Canadians alternative Canadian programs, and not drive them across the boundary if they do not care for the one available program."

Mr. Elphicke pointed out the same condition exists in other Canadian cities where there is heavy American competition, and Canadians must be offered alternative home programs. "Otherwise our Canadian television will lag and our services to Canadians will be on a 'take it or leave it' basis," he said.

■ Remarking on CARTB's health, the president said: "General business in the past year has been good and the forthcoming year looks good, although there is a definite indication that greater sales efforts will be required in some directions."

Customary awards were made. The Keith S. Rogers Memorial Award, donated by Canadian General Electric Co., went to William D. Forst, chief engineer, CKOM, Saskatoon, "in recognition of pioneering efforts in the field of unattended operation of broadcast transmitters."

The John P. Gillin Jr. Memorial Award was presented to station CJVI, Victoria, represented by William M. Guild, for outstanding community service in the interests of charity.

Organizes Sales Department

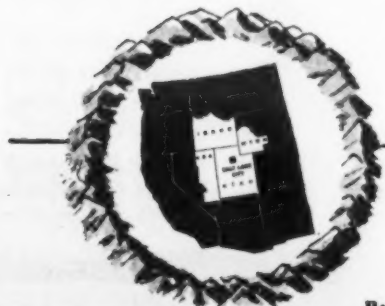
Hamilton Import Corp., New York, U.S. outlet for Friar brand stainless steel cutlery, has organized a sales promotion and public relations department. Peter Stephans, formerly with Capitol Products, is in charge.

Van Ells Joins 'American'

Eugene A. Van Ells, formerly with Charles L. Pluckett Co., has joined the Chicago advertising sales staff of American Magazine.

Salt Lake Intermountain Market

When you're shooting for sales in the Salt Lake Intermountain Market of 1 1/4 million people, you are aiming at a huge buying power of \$1,619,717,000. This 4-state area is one big market united by two outstanding newspapers — The Salt Lake Tribune and the Deseret News and Telegram. You get both for one low rate with one schedule.



The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)



Let Lake Shore do it

AMERICA'S ONLY PLANT OFFERING ALL OF THESE SERVICES:

1. Best R.O.P. Color Mats (Pat.).
2. R.O.P. Color Service Material to cover 100 Daily Newspapers.
3. Bulkytypes (Pat.).
4. Plastic Plates.
5. Newspaper Mats, Reprint Service, Highly Organized Filing System for 150,000 Patterns.
6. Centrifugally casted treated magazine electrotypes (Pat.).



50,000 sq. ft. space
equipped with ultra
modern machinery
...with the advanced
know-how to give
the only complete
service anywhere.



...when time is important, call

LAKE SHORE

ELECTROTYPE DIV.

1224 W. Van Buren St. • Chicago 7, Ill. • Phone SEeley 8-1010

Klores & Carter Files Voluntary Bankruptcy Action

NEW YORK, April 7—Klores & Carter Inc., five-year-old advertising agency, has filed an assignment for the benefit of creditors in New York County Court. Liabilities are believed to be between \$15,000 and \$20,000, with newspapers the major creditors.

This is one of the several agencies recently involved in the tangled financial affairs of mail order operator Louis Linett, who has announced his intention to petition himself into bankruptcy.

When ADVERTISING AGE revealed exclusively the troubled status of the Linett operations and the agencies that had handled Linett accounts (AA, Dec. 7), Klores & Carter was one of six agencies with overdue bills. The agency's liability was then estimated at about \$14,000, mostly for billings on Homecrafts and H. Sears Industries. Spokesmen said only that "limited credit" had been extended and would not comment further.

■ It now develops that the agency attempted to raise additional capital in order to weather the loss, over the objections of president and copy chief Harry Carter. Early in February, Mr. Carter resigned his office and sold his stock and interest in the agency. He has not yet decided on future plans.

Samuel C. Klores, exec. v.p. and treasurer, last week joined Shappe, Wilkes, Gilbert & Groden as an account executive, taking with him several of the agency's 30-odd accounts. Mel Mohr, v.p., has opened an agency under his own name, also with accounts from Klores & Carter.

Commenting on the agency's assignment, Mr. Klores said the bad debts incurred on Homecrafts and Sears "had serious effect" on the agency. Mr. Carter said that it was "unquestionably" the reason for the agency's assignment.

Mr. Klores said the agency billed about \$330,000 last year. An audit is now being made of its books to determine assets and liabilities.

Geyer Appoints Lewis

William D. Lewis, formerly media director and account executive for Wolfe-Jickling-Conkey, Detroit, has joined Geyer Advertising as media director of the Detroit office. He will also serve as assistant account executive on the Kelvinator account.

KOTA Appoints Borin

Leo D. Borin will resign as manager of WHAY, New Britain, Conn., on April 24 to become general manager of KOTA, Rapid City, S. D.

Tonic Maker Names Harrison

Indian River Medicine Co., La Follette, Tenn., has appointed Claude Harrison & Co., Roanoke, Va., to handle advertising and merchandising for its Scalf's Indian River Medicine herb tonic and Nu-Becol, a new vitamin-mineral product. Radio, newspapers, and a television test campaign are being used.

Two Join Storm & Klein

Sheldon J. Karlan, formerly a reporter on the Times, Scranton, Pa., has joined Storm & Klein, New York agency, as assistant to the director of publicity, and William F. Marlieb, previously with Grey Advertising Agency, has been named an assistant to the media director.



SELLS ENTERTAINMENT—Following their longtime policy of selling a pleasant afternoon rather than a winning team, the two Wrigley Fields—one in Los Angeles and one in Chicago—are planning to promote attendance among other than dyed-in-the-wool baseball fans with this transit card, to appear in both cities. Arthur Meyerhoff & Co. is the agency.

WBRC-TV Names Madding

Sterling P. Madding has been named promotion and merchandising manager of WBRC-TV, Birmingham. This station is one of the Storer Broadcasting group.

'Scholastic' Appoints Meek

Dudley Meek, head of the educational department of Harcourt, Brace & Co. for the past ten years, will become v.p. and treasurer of Scholastic Magazines, New York, next September. He will not replace any present officer at Scholastic, which said its executive staff is being enlarged.

Direct Mail Volume Climbs

Estimated dollar volume for direct mail advertising during February, 1954, is placed at \$103,902,873 by the Direct Mail Advertising Assn., New York. This is a gain of 5.86% over expenditures for February, 1953, and an increase of more than \$9,000,000 for the first two months of 1954 over the comparable 1953 period.

AMERICAN BUILDER'S 75th Anniversary Issue Presents

1879-1954 DIAMOND JUBILEE AUGUST 1954

in flashback and FORECAST

1879



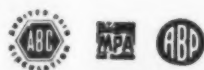
plan now to be represented in this historic issue

Final Closing Date JUNE 25th

FOR STANDARD COLOR—JUNE 20th

FOR SPECIAL COLOR—JUNE 15th

FREE send today for 16-page folder fully describing this interest-packed Anniversary Issue . . . and its value to you as an advertiser.



Published for the Light Construction Industry for the past 75 years . . . A.R.F. Readership Study proves AMERICAN BUILDER is the Readbook of the Light Construction Industry



AMERICAN BUILDER, 79 WEST MONROE STREET, CHICAGO 3 • 30 CHURCH STREET, NEW YORK 7

YONNE SAYS:—
ALL BUSINESS IS LOCAL



So . . . advertise in the paper, where people look for all that's going on in town . . . in the stores . . . in the streets . . . at the counters . . . women's club . . . court house and schools.

"BAYONNE CANNOT BE SOLD FROM THE OUTSIDE"

THE BAYONNE TIMES
BAYONNE, NEW JERSEY
NATIONALLY REPRESENTED BY
BOGNER & MARTIN

Three Join Young & Rubicam

Jackson S. Moorman, Douglas J. Murphy and Robert Osburn have joined the contact department of Young & Rubicam, New York. Mr. Moorman, formerly with Personal Products Corp., was director of the Modess division. Mr. Murphy was formerly v.p. and account executive at Warwick & Legler and Mr. Osburn was with Lever Bros. Co. as brand advertising manager for Spry and new products.

Elects Whiteaker Director

Hall W. Whiteaker, exec v.p. and director of sales for Princegardner Co., has been appointed to the board of directors of Clarence Whitman & Sons, New York parent company of the St. Louis leather goods manufacturer.

NBC Schedules 13 1½-Hour Colorcasts; Chrysler May Sponsor

NEW YORK, April 6—It looks as though NBC's first color tv series sale will be a "spectacular" one.

The network has lined up a sponsor for a series of 13 super-colorcasts to be launched in October. This block of alternate-week, 90-minute "spectaculars," as they have been dubbed by NBC president Sylvester L. Weaver Jr., will be supervised by Leland Hayward, who most people agree did a "spectacular" job of producing Ford Motor Co.'s 25th anniversary show last summer.

Mr. Hayward's productions—the

lineups and sub-producers will be announced later—reportedly will be sponsored by Chrysler Corp., with its four cars sharing the promotion.

■ NBC has not indicated how much these shows will cost to produce, but with the b&w big-name shows, like the Martha Raye stanza, already coming in for \$70,000, the big color splashes will probably be budgeted at \$100,000 and up.

Under present plans, the regular series of color extravaganzas are to be presented Saturdays (9-10:30 p.m., EST), Sundays (7:30-9 p.m., EST) or Mondays (8-9:30 p.m., EST) at the rate of one every other week.

The Saturday time will be open

when the old "Show of Shows" moves out, and Monday night is being rescheduled to make room for Sid Caesar.

The inclusion of Sunday apparently means that the "Colgate Comedy Hour," if it is renewed for the 8-9 p.m., EST, period, and Reynolds Metals' "Mr. Peepers" will be preempted occasionally by a "spectacular."

Early Ad Art Book Available

"Handbook of Early American Advertising Art," containing 3,500 advertising cuts and type faces in two volumes, compiled by Clarence P. Hornung, has been published by Dover Publications, New York. This printing is the second edition. Price of each volume is \$10, and the set, \$17.50.

Ingalls-Miniter Adds Account

Colonial Provision Co., Boston packer of Colonial Master shoulders and vacuum-packed frankfurts, has appointed Ingalls-Miniter Co., Boston, to handle its merchandising, sales promotion and advertising program. Arnold & Co., Boston, is the previous agency.

Ad Institute Meets June 11-12

The fifth Atlanta Advertising Institute will be held June 11 and 12 in Emory, Ga. "Breaking Through the Sales Barrier" will be the theme for the program, sponsored by the Atlanta Advertising Club and the Rich school of business of Emory University.

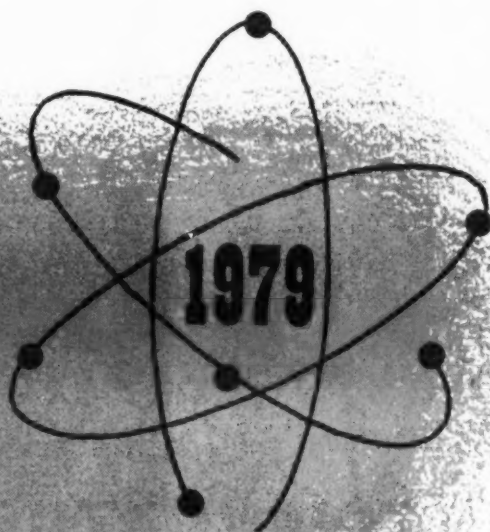
Breck Appoints Marcial

John H. Breck Inc., Springfield, Mass., has appointed Jose Marcial Jr. director of foreign sales. Most recently manager and partner of Cosmetics y Drogas Ltd., Bogota, Columbia, Mr. Marcial will confine his activities for the present to Central and South America.



manufacturers...

AMERICAN BUILDER's 75th Anniversary Issue will create industry-wide interest and comment. It will, without question, be one of the most thoroughly read issues of the year OF ANY INDUSTRY PUBLICATION. This means that you will have the readership and interest of the entire industry at your command! Why not put it to work for you... and cash in on its tremendous potentialities? The best way, of course, is to tell your story in this interest-packed AMERICAN BUILDER Anniversary Issue. Use adequate space—even multiple pages—in telling your complete story... building an association between the growth of the industry and YOUR company, its products, etc. Don't let this opportunity slip by... there will never again be such a terrific goodwill and sales-builder available to you!



100 years of american shelter

a preview of the next 25 years...

plus the story of 75 years of development in light construction

- the light construction industry and its market: today and tomorrow
- factors behind the evolution of housing
- the changing house: design and planning... utilities and construction
- the AMERICAN BUILDER: our life and times
- an industry is born
- ... plus many more topics of equal interest to builder-readers!

Here is another FIRST for AMERICAN BUILDER... an editorial epic presenting the keenest analysis of the future to be published in many a year... as well as a chronological record of the sentimental past! AMERICAN BUILDER... in its precedent-breaking 75th Anniversary Issue... will present a huge, interesting and accurate editorial panorama... in flashback and FORECAST... of 100 Years of American Shelter. It will be a projection of things to come in the next 25 years... as well as a record of historical fact of the past 75 years... from the early beginning of gaslights and wood-burning stoves to the era of all-electric, entirely air-conditioned homes. Here in editorial form, will be expounded the amazing, dynamic potentialities of this, the world's largest industry!

A Simmons-Boardman Publication

AMERICAN BUILDER 75th Anniversary ISSUE

1879-1954

DIAMOND JUBILEE

AUGUST, 1954



HOW DOES ACB'S PERCENTAGE OF ERROR COMPARE WITH YOUR OWN

We take our hat off to Ivory soap—their product misses perfection by only 56/100ths of 1%.

ACB services can't quite match that figure. However ACB does score better than 95% in "spotting" wanted advertising in the daily newspapers.

Years ago, ACB made a sporting proposition, namely, if we failed to collect more "wanted advertisements" out of a specified list of newspapers, ACB would cancel its service charges. In every competition, ACB produced more specified advertisements—from 10% to upwards of 300% more.

It is this high degree of accuracy that gives added value to ACB's Newspaper Research Services. Sales and advertising policies can be formulated with assurance on this accurate information.

Send for ACB's Catalog. 48 pages. Describes each of ACB's 14 Research Services. Gives many case histories; cost of service, or method of estimating; complete directory of dailies; U. S. Census of retail stores. It's free! Ask for it today.

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

79 Madison Ave. • New York 16
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5



Kapp Records Formed

David Kapp, formerly v.p. and director of Decca Records, has set up a new company, Kapp Records, New York, with offices at 119 W. 57th St. The company plans to produce about 12 albums a year.

Adams to Loucks & Norling

Charles Adams, former producer-director on ABC and DuMont, has been named manager of the newly created tv film department of Loucks & Norling Studios, New York.

This Week in Washington...**Summerfield Plugs Hard for Pay Plan**

By Stanley E. Cohen

Washington Editor

WASHINGTON, April 8—Arthur Summerfield came out swinging this week for a postal pay revision plan which might be the single most important step that can be taken to strengthen the nation's mail service.

While the debate is hardly one of the more glamorous events of the week, it's worthy of attention. For the outcome of this fight may determine the kind of mail service we get and the price we have to pay for it.

Mr. Summerfield and his people have made a thorough investigation of the way the Post Office Department handles its 500,000 employees. They were shocked to discover that hundreds of thousands of employees, doing jobs of various skills, have been drawing

identical pay checks. Morale suffers because there is little money incentive for moving into more responsible jobs.

Mr. Summerfield wants Congress to set up 92 classifications in the postal service, on about 20 pay levels. Under this plan he believes postal people will sense more opportunity to advance. As a result, productivity—and service—will improve.

Postmaster General Summerfield's plan, which adds about \$100,000,000 to the department's costs, is opposed by organized postal workers. They are burying Congress under a flood of mail demanding across-the-board hikes for everyone—preferably \$800 per man.

Mr. Summerfield feels general raises can't be justified. First, because they are too costly (they involve \$50,000,000 of expense for every \$100). Second, because the average postal worker already earns more than the average industrial worker or city policeman, fireman or school teacher.

More important, however, he warns that across-the-board hikes of this kind mean less incentive to advance. As recently as 1942, the postmaster of New York made 10 times as much as a new janitor. But "across-the-board" hikes have closed the gap. Now the postmaster—with all his responsibility—makes less than five times as much as the novice janitor.

Mr. Summerfield says privately that he's appalled at the indifference which business displays toward the postal pay debate. If extended to other government workers—as it usually is—the postal pay hike could add about \$1 billion to the over-all tax bill. Moreover, it becomes a precedent for wage demands by organized workers outside the government.

Among the correspondence directed at President Eisenhower this week was a statement from Marshall J. Mantler of Atlanta, managing director of the Bureau of Salesman's National Associations, imploring the Chief Execu-

tive to curb "recession talk" by government officials and departments.

"Our headquarters are receiving more and more reports from the salesmen to the effect that merchants are unwilling to order in normal quantities because so much 'recession talk' makes them fearful of being overstocked should the rumored downturn eventuate," he declared.

Mr. Mantler didn't indicate who the government officials are who have been talking "recession." So far as this department knows, however, the administration's position on this problem has been clear from the start: that the present adjustment seems certain to end in the very near future; that there is ample consumer buying power to keep the stores busy; and finally, that the government itself is determined to do whatever is necessary to make sure that the deflationary spiral remains "under control."

There's a lot of feeling here that Mr. Mantler's salesmen face a problem which is beyond the control of government. With everything in ample supply, business men feel no compulsion to carry large inventories. They prefer to let the manufacturer or distributor perform this function, confident the goods will be readily available if—and when—they are needed.

Stanley Barnes, anti-trust chief, reports that his "shop" is enjoying a big upsurge in "business." Between May 1 and Nov. 19, 1952, for example, it received 373 complaints of anti-trust offenses; in a similar period during 1953 it received 527 complaints, a 47% increase.

Mr. Barnes believes that a larger percentage of the anti-trust problems can be settled informally, through "consent decrees." These are legally binding, but they are negotiated agreements, worked out without the expense and publicity of a trial.

Consent decrees have special appeal to business, Mr. Barnes says, because they cannot be used as evidence of guilt in private damage suits which often follow an anti-trust trial. Recent surveys show that nearly two-thirds of the damage suits in the anti-trust field are based on decisions already won by the government in contested anti-trust trials.

FORT WAYNE**... best for test in the Midwest****1st** in Midwest in its population group

(75,000-150,000).*

2nd in nation in its population group.***6th** in nation for cities of all size.*

*Sales Management, Nov. 10, 1953

Write for the "GOLDEN ZONE" Market Book

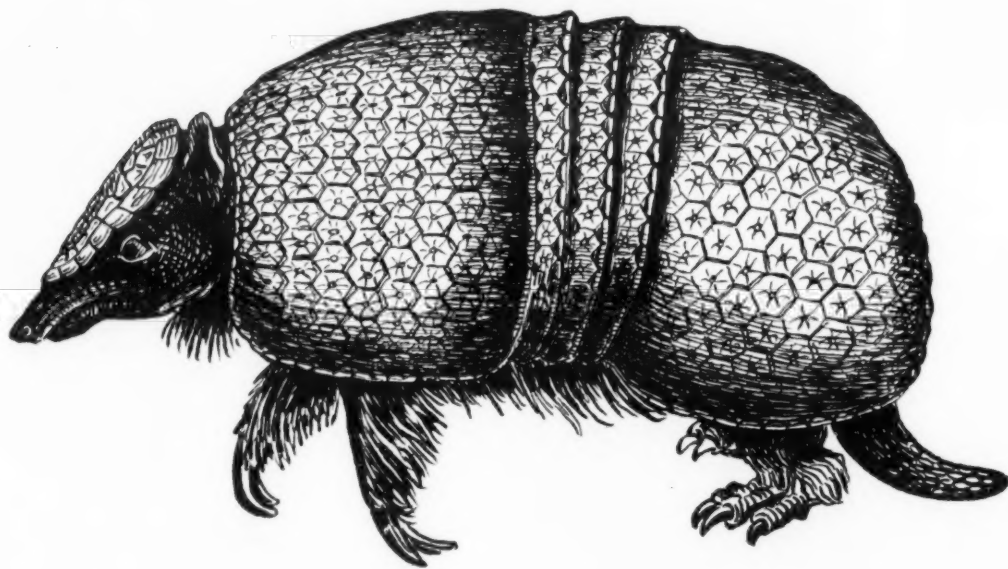


FORT WAYNE NEWSPAPERS, INC.

agent for

The News-Sentinel **THE JOURNAL-GAZETTE**

Represented by Allen-Klapp Co. • New York • Chicago • Detroit

**MR. TOLYPEUTES TRICYNCTUS**

Nature is quite versatile in providing some mammals with a means of defense for its survival against its enemies. Take the Bolita, or Three-banded Armadillo, for instance. When it fears an enemy, it will dig a hole for itself in a few minutes as Nature gave it long, strong claws for this purpose. If there is no time for digging in, it will roll up like a ball, with only its bony "coat of mail" exposed. Even the fore part of the head has this tough protective coat, which is similar to a pineapple in pattern. When the head is drawn in, it has a cork-in-the-bottle effect. The Spaniards of South America call him Armadillo, which literally means armor-clad. The gauchos consider it a pest because it digs so many holes in the open plains, which can be fatal pitfalls for galloping horses or cattle stumbling in these holes.

Do the natural thing—call**P&A**

for ELECTROTYPES, MATS, PLASTIC PLATES, and R.O.P. COLOR

PARTRIDGE & ANDERSON COMPANY • 712 FEDERAL ST., CHICAGO 5 • HARRISON 7-3732

Remarkable Rockford!



Rockford, Illinois is really remarkable. 100th City in population in the USA, it is 31st in per capita income. Rockford is the 15th City in Total Postal Savings, and 2nd Largest Machine Tool Center in the world. These are but a few of the reasons why Rockford is a superior market for your product. For complete coverage of Rockford and surrounding area advertise in the Rockford Morning Star and Rockford Register-Republic.

AT THE TOP IN ILLINOIS

ROCKFORD

BEST TEST CITY IN THE MID-WEST

131,123 A.B.C. CITY ZONE
441,222 A.B.C. RETAIL TRADING ZONE

ROCKFORD MORNING STAR
Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, RUIPERS & MAHONEY, INC.

This is Philadelphia



Philadelphia, annual site of the Army-Navy Game, the Mummers' Parade and the Penn Relays, is daily the scene of intense business activity.

Industrial might, like the refining equipment above, is constantly being added to the area. Capital expenditures are at an all-time high—in oil, chemicals, steel, dozens of other fields. Throughout the vast 14-county Greater Philadelphia Market, Philadelphians are building a bigger, better tomorrow for themselves and their families.

With all this business excitement, Phila-

delphians rate home first and foremost. They constitute a rich, rewarding Market for the energetic seller; you can count on them to buy your product, once it has proved itself.

The Evening and Sunday Bulletin serves this growing Market, reflecting the character, needs and interests of the busy, prosperous people of the entire region.

The Bulletin is Philadelphia's favorite newspaper—Philadelphians buy it, read it, trust it and respond to its advertising.

The Bulletin is Philadelphia.

**In Philadelphia
nearly everybody
reads The Bulletin**

ADVERTISING OFFICES: Philadelphia, Filbert & Juniper Sts.; New York, 285 Madison Ave.; Chicago, 520 N. Michigan Ave.

REPRESENTATIVES: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco

Reliance Pencil to Nicosia

William Nicosia Advertising, New York, has been appointed to handle advertising for Reliance Pencil Corp., Mt. Vernon, N. Y. A trade, consumer, and point of sale campaign is being planned. The agency has named Charles Lenox Blodgett art director.

Economy Lantern to Morrissey

Economy Electric Lantern Co., Sturgeon Bay, Wis., has appointed John B. Morrissey Co., Chicago, to handle advertising for its portable electric lanterns. Trade and consumer publications will be used. Grant, Schwenck & Baker, Chicago, is the previous agency.

AFA Names Contest Judges

The Advertising Federation of America has named three judges for its contest to develop a new slogan and symbol for integrity in advertising. They are: J. Sherwood Smith, chairman of the board, Calkins & Holden, Carlock, McClinton & Smith; John R. Buckley, publisher, *Good Housekeeping*, and C. B. Larrabee, publisher, *Printers' Ink*. A \$250 award will be made to the creator of the prize-winning design and slogan, to replace the one originated in 1911. Rules of the contest, which closes May 15, may be obtained from the AFA, 330 W. 42nd St., New York 36.

Eversz Joins Leo Burnett

Ernest W. Eversz, a former v.p. of Foote, Cone & Belding, New York, has been appointed a copy supervisor at Leo Burnett Co., Chicago. Before joining FC&B, Mr. Eversz had been associated with the Chicago offices of J. Walter Thompson Co. and Batten, Barton, Durstine & Osborn.

National Distillers to Run 8-Page Ad in May 'Coronet'

NEW YORK, April 6—National Distillers Products Corp. will run an eight-page ad insert in the May issue of *Coronet*—the "largest single liquor advertisement ever placed in a national magazine," and the first liquor ad ever to appear in *Coronet*.

The insert, featuring "Men of History," will push National's Old Crow straight Kentucky bourbon. National plans to take three-quarter page ads in seven big-city newspapers to call attention to the insert, and will use color spreads in a number of liquor trade publications. The newspaper list includes *The Boston Herald Traveler*, *Chicago Tribune*, *Dallas News*, *Los Angeles Examiner*, *New York Times*, *St. Louis Globe-Democrat* and *San Francisco Examiner*.

National plans to distribute 100,000 reprints of the insert. The merchandising program also includes a direct mail announcement of the ad to all Old Crow salesmen by *Coronet*, a mailing of special copies of the May issue to National's wholesaler executives and their salesmen, and a mailing by newspapers carrying the *Coronet* announcement ad to all liquor stores in their home cities.

Lawrence Fertig & Co., which handles the account, said the *Coronet* promotion is part of a \$6,000,000 ad drive set for Old Crow in 1954.

Ernest Chandler Sets Drive

Ernest Chandler Inc., New York manufacturer of canvas and canvas products, has scheduled a national advertising and public relations campaign for its new line of plastic toys. This is the company's first departure from canvas products in its 105-year history. Advertising will concentrate on home magazines and television spearheaded by participation on "Magic Cottage," DuMont Television Network program. Atlantic Advertising, New York, is the agency.

Smith to 'Lifetime Living'

Jack Smith, former v.p. and advertising director of *McCall's* and more recently exec v.p. of *Mass Market Publications*, New York, has joined *Lifetime Living* in an executive capacity.



LOUIS T. HAGOPIAN has been promoted to merchandising manager of cars for the Dodge division of Chrysler Corp., Detroit. Mr. Hagopian has been a member of the Dodge sales staff since October, 1953.

'Electronic Design' Joins NBP; Seven Named for Research

Electronic Design, published monthly by Hayden Publishing Co., New York, has joined National Business Publications, Washington.

New members of NBP's research committee are James W. Zuber, business manager, *Steel*, chairman; George W. N. Riddle, director of development, Putman Publishing Co., vice-chairman; C. William Cleworth, president, Cleworth Publishing Co.; Marshall Haywood Jr., president, Haywood Publishing Co.; Russell Coombes, v.p., Mechanization Inc.; Howard Markt, publisher, *Jobber News*, and Joseph S. Peacock, president, Howard Publishing Co.

Carborundum Promotes Two

F. Jerome Tone Jr. has been appointed senior v.p., and Frederick T. Keeler has been named director of sales for Carborundum Co., Niagara Falls, N. Y. Mr. Tone has been v.p. of sales and a member of the board since 1942, and Mr. Keeler was formerly director of the marketing branch of the sales division. He joined the company in 1943 after having been associated with Crowell-Collier Publishing Co.

TELL AND SELL YOUR STORY WITH GENUINE PHOTOGRAPHS. 8 x 10's Post Cards Tip-ons Miniatures—Portfolios—Business Cards THE GROGAN PHOTO COMPANY 1275 N. Babbs St., Danville, Illinois CHICAGO OFFICE: 122 S. Michigan Ave., Phone Webster 9-7219

April showers bring May flowers

...so do the words

"my teacher says..."

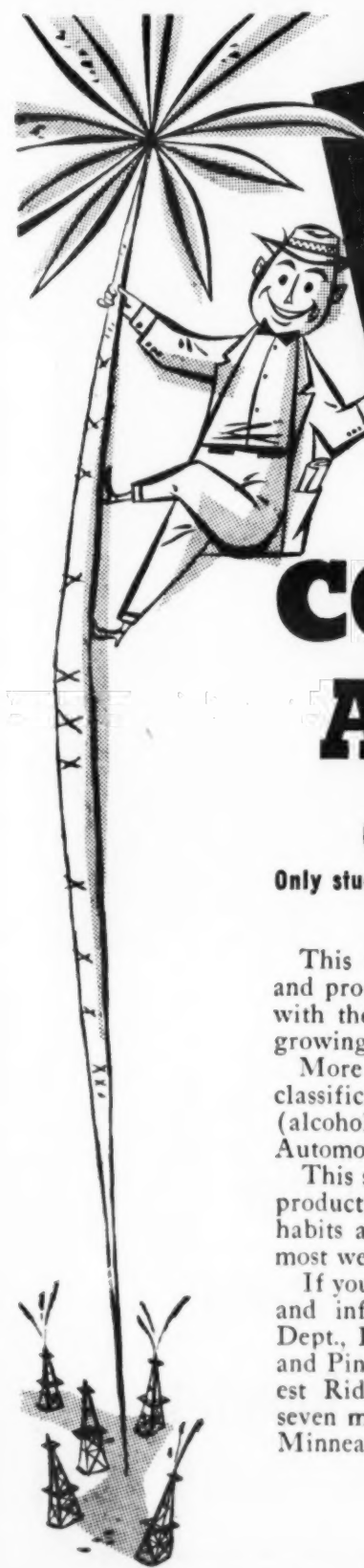
tions, or business philosophies.

To over 30,000,000 school kids "my teacher says" is the final authority on just about any subject. That's why your advertising message in state teachers magazines, reaching over 900,000 subscribers, can be tremendously effective.

With 44 state-edited publications, you get flexibility that enables you to reach any group of states, or cover the entire country. For the complete story, write Miss Georgia C. Rawson, Executive Vice-President, State Teachers Magazines, Inc., 307 N. Michigan Ave., Chicago 1, Ill.

State TEACHERS Magazines

This phrase guarantees, by logic or insistence, the injection of opinions brought from school into 10,000,000 homes. Often these flower into fixed attitudes about products, organiza-



Your copy is ready:

SECOND ANNUAL

CONSUMER ANALYSIS**of Long Beach, California**

Only study of its kind in the great Southern California market

This factual study of brand preferences, buying habits and product ownership tells you how your product "rates" with the families of America's most dynamic and fastest growing market.

More than 200 questions are answered in the following classifications: Foods; Soaps; Toiletries; Beverages (alcoholic and non-alcoholic); Homes & Appliances; Automotive; and General.

This study will be a valuable guide in answering present product usage, past and present preferences and shopping habits as expressed by the families in one of the nation's most wealthy areas.*

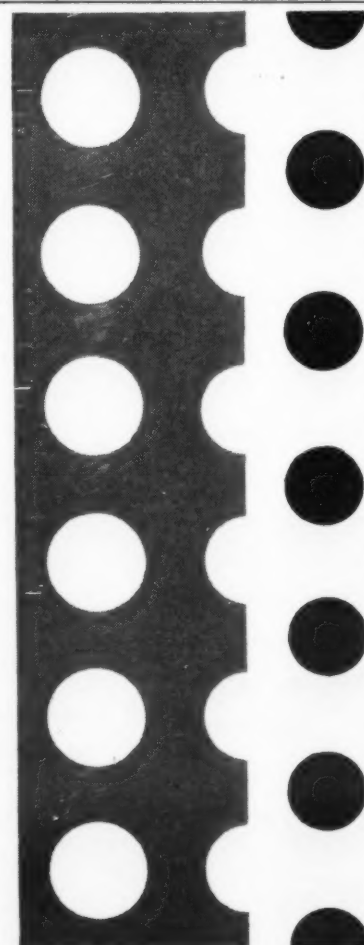
If you have not already received your copy of this factual and informative study, write to: National Advertising Dept., Long Beach Independent and Press-Telegram, 6th and Pine, Long Beach 12, California, or contact your nearest Ridder-Johns, Inc., office located in the following seven major cities: Los Angeles, San Francisco, St. Paul, Minneapolis, Chicago, Detroit and New York.

*In per capita effective buying income, only 3 cities in the U. S. with populations over 200,000 exceed that of Long Beach

MORNING SUNDAY EVENING

Independent Press-Telegram

Only the Independent and Press-Telegram with 144,621 circulation cover this city zone of 350,000 people



In our plant it's not how fast we can turn out an engraving, but rather, how good... which explains why our engravings (color and black-and-white) are so much in demand by the hard-to-please.

Thomas F. McGrath
AND ASSOCIATES

PHOTO ENGRAVINGS - DAY AND NIGHT SERVICE
160 E. ILLINOIS ST., CHICAGO 11, ILLINOIS
Telephone DEtaware 7-5142

Free-Lancers Used to Widely Varying Degrees, ABP Finds

NEW YORK, April 6—Free-lance writers are of importance to only 17 out of 48 reporting business publications, according to a survey conducted by the National Conference of Business Paper Editors, an affiliate of Associated Business Publications.

Highlights of the survey: 37 papers out of a total of 48 reporting use free-lance writers; four others use "stringers" occasionally. Of these 41 publications, 14 use free-lance writers for news coverage, and 27 for feature articles.

There is apparently no standard method of paying free-lance writers. Some publications pay a minimum for news items which ranges from \$1 to \$2 per item; others pay by the word, ranging from 2¢ to 5¢; still others pay by the inch, ranging from 30¢ to \$1.25.

For feature articles payments also vary. Some papers pay flat fees ranging from \$5 to \$75; others pay by the word, the range being from 2¢ to 5¢; still others pay by the page, the range being from \$15 to \$50.

■ Generally, transportation is paid writers on assigned stories. Payments up to \$500 have been paid on occasion, the survey shows, to experienced foreign free-lance writers.

Comments by editors stress that they find it difficult to find technical competence and journalistic know-how in their fields.

A total of 21 publications answering the questionnaire believe a standards of practice manual, if adopted, would be helpful for the whole business publication field. Only 21 would give the names of free-lance writers to non-competing magazines, but 32 would like to exchange pay-scale data with other publications.

The survey was conducted for the national conference by Fischer Black, editor of *Electrical World*.

Meermans Appoints Two

Meermans Inc., Cleveland agency, has appointed Theodore I. Adams to work on industrial accounts and J. Gordon Johnson to work on agricultural accounts. Mr. Adams formerly was advertising manager of Hydraulic Equipment Co., Cleveland, and Mr. Johnson was advertising manager of Foxbilt Feeds, Des Moines.

Champ Hats Plans '54 Drive

Six full-color pages in *Esquire* and *Life* will launch a 1954 advertising and sales promotion program for Champ Hats Inc., Philadelphia. An expanded trade campaign will include spreads and full pages in the *Daily News Record*, *Esquire's Apparel Arts* and *Men's Wear*. N. W. Ayer & Son is directing the campaign.

Goldman & Shoop Adds One

Trip-Charge Inc., Pittsburgh credit card system, has appointed Goldman & Shoop Advertising Agency, Pittsburgh, to handle its magazine advertising and publicity. Trip-Charge has acquired Master Charge, Los Angeles, and through Personal Credit Card Ltd., London, will operate as Trip-Charge of Europe.

Names Otto & Co. for Rise

Carter Products Inc., New York, has appointed Robert Otto & Co., New York, to handle international advertising for Rise shaving cream. The account was previously split between J. Walter Thompson Co. and Colman, Prentis & Varley. Sullivan, Stauffer, Colwell & Bayles, New York, handles the domestic portion.

T. H. Allen Associates Bows

George A. Kavner, formerly with a New York public relations company, has opened a public relations agency, T. H. Allen Associates, at 100 Chestnut St., Springfield, Mass. The company will specialize in industrial accounts.

Holmstrom Joins Dahlberg

Bruce H. Holmstrom, formerly advertising manager of Telex Inc., St. Paul, has been appointed ad-

vertising and sales promotion manager of Dahlberg Co., Minneapolis manufacturer of hearing aids and hospital radios.

Amarillo Agency Alters

Monte Rosenwald and Leon Krupp, partners in Southwest Advertisers, Amarillo, Tex., have incorporated the agency under the name Rosenwald, Krupp & Associates. Mr. Rosenwald is president, Mr. Krupp, v.p.

Put Action In Your TV Slides!

ZOOMS!

ROLLERS!

BURSTS!

ANIMATED SLIDES

SPINS!

FLASH WORDS!

WIPES!

FILMACK STUDIOS 1323 So. Wabash Chicago, Ill.

do you know?

In 1952 the total retail sales of the City of Toronto were more than DOUBLE the retail sales of Columbus, Ohio (source: Sales Management)

222,000 buyers in every walk of life read THE TELEGRAM as their only daily newspaper

A recent *survey of Metropolitan Toronto and retail trading zone shows that 222,000 people, over 15 years of age, read The Telegram as their only daily newspaper.

The Telegram alone can reach this exclusive number of prospects (more than the entire population of Hartford, Conn.) So for maximum results in your Canadian advertising, be sure to use The Telegram.

THE TELEGRAM

DAILY PLUS WEEKEND
TORONTO 1, CANADA

O'Mara & Ormsbee, Inc., 420 Lexington Ave., New York, N.Y.

640 New Centre Bldg., Detroit, Michigan.

Wacker Building, 221 North LaSalle Street, Chicago, Ill.

612 South Flower Street, Los Angeles, California.

Russ Building, 235 Montgomery Street, San Francisco, California.

W. E. Browning, 1106 Dominion Sq. Building, Montreal, Que.

*Daniel Starch and Staff (Represented in Canada by Gruneau Research Ltd.)

MORE THAN 500,000 PEOPLE IN CANADA'S RICHEST MARKET READ THE TELEGRAM

SELLING
POWER
TO MATCH
YOUR
SALES METHODS





Want inquiries?

A gelatin advertiser offering a reducing booklet reports: "Country Gentleman has outpulled every magazine on our list and every Sunday supplement except one."



Want sales?

A powdered drink is consistently advertised in *Country Gentleman*. A reader survey shows that more than 50% of *Country Gentleman* families use this type product, and that 92.3% of them buy the *Country Gentleman* advertised brand.

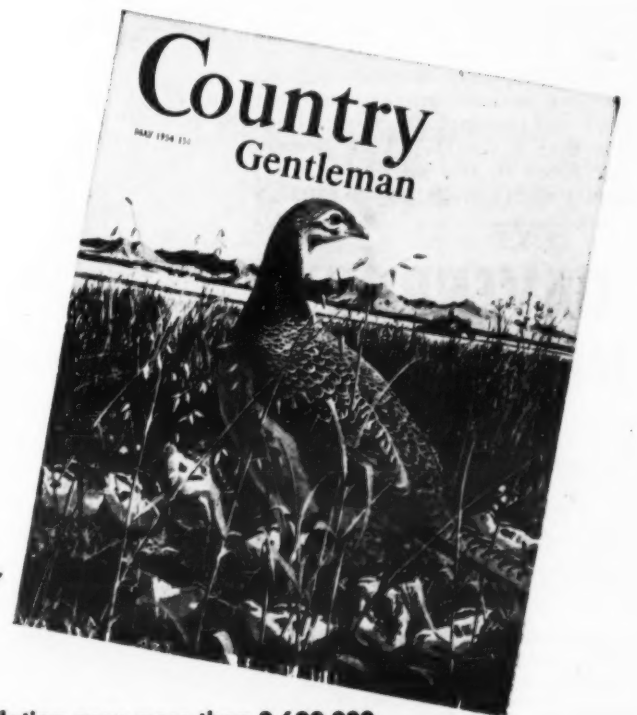


Want preference?

A component parts manufacturer surveyed his automotive and industrial customers to find out where his national advertising would do them the most good. They ranked *Country Gentleman* second to *The Saturday Evening Post*, and ahead of the next farm magazine by more than 2 to 1.

These recent results stories are among the steadily increasing examples of the new selling power in the new *Country Gentleman*. Whatever you want in today's rural market—inquiries, sales, preference for a component—you can get results, and get them faster, through advertising in the new and greater *Country Gentleman*.

Most-read magazine in the top-layer homes
of a 40-billion-dollar consumer market!



A Curtis publication • Circulation now more than 2,600,000

TV Strides Ahead; Case History No. 1,000: Insurance Agent Grapples with the TV Set

COLUMBUS, O., April 6—It is in the shadier recesses of history that cosmic struggles and changes take place rather than out in the open arena.

While the man-in-the-street focused his attention and interest on bloody internecine wars, feudalism died a quiet death at the hands of the town guilds.

And while the same common man settled back an evening to read about the evil Napoleon in his newspaper, the guilds, unnoticed, tumbled before the force of the industrial revolution.

Even so, at the very moment while we concentrate with fascination on the H-bomb, McCarthyism and the forthcoming Geneva convention, a great American tradition, the insurance salesman, is locked in a gasping struggle with the *parvenu* television set.

■ An eyewitness battle-front report has just been released by Farm Bureau Insurance Cos. here. It notes the latest strategy of the insurance salesman against the upstart pretender. It is optimistic of course. But only time will tell.

According to the company, the insurance salesman has formulated three possible attacks against the set he finds buzzing its electronic messages when he enters a prospect's house at night:

"1. He can lure the prospect away from the tv set."

"Now Mr. Prospect, if you would step into this closet for a moment I would like to explain to you our new policy for . . ."

"2. He can just relax and watch the program."

"Well, we get less snow on our set at home, but Channel 2 doesn't come in so clear. Too many ghosts."

"3. He can ignore the program and gain the prospect's attention by either talking low or out-shouting tv."

"Now this new policy Mr. Berle . . . I mean, Prospect. . . OH I SAY MR. PROSPECT ARE YOU LISTENING? I SAID THIS NEW POLICY. . ."

■ The company, through its dealer publication, "The Challenger," reports that tv has not really hurt the agent's business.

"In fact," it says, "the agent is selling harder because of it. And after a night of prospecting and television, the agent can go home and rest peacefully, knowing he has overcome a great competitor."

If this sounds like whistling in the dark, consider some of the ruses and shifts agents report they use:

One New York salesman reports that he enters "through the rear door of a prospect's home, explaining that I would like to present my ideas in the kitchen, since I prefer not to interrupt the family's

televiewing. This doesn't always work. Sometimes you find tv in the kitchen."

Now, how can you go back home at evening's end and "rest peacefully" after spending hours prowling dark back alleys and running into such frustration?

■ Another salesman reports that

he called regularly on Wednesday nights "just in time for the fights. He was a nice guy and kept inviting me back to watch the fights. He has \$6,000 more life insurance now."

Another salesman reports that at one home he was permitted to give his pitch only during the commercials, which came every 10 minutes.

Where or when all this will end is not the real question.

What we should ask ourselves is,

if the insurance salesmen lose, who will be the next victim of tv?

Wynn Begins Oil Campaign

Wynn Oil Co., Azusa, Cal., has begun a national campaign for its Wynn's Friction Proofing oil with full pages in March and April issues of *American Legion Magazine*, *Argosy*, *Collier's*, *Life*, *Look*, *The Saturday Evening Post* and *True*. Ad copy is based on results of a 20,000 mile test made between one car with Wynn oil and one without

it. Newspapers, radio and tv will also be used. Batten, Barton, Durstine & Osborn, Los Angeles, is the agency.

Joins Storer Broadcasting

Keith Kiggins, formerly v.p. of American Broadcasting Co. and a former director of station relations for National Broadcasting Co., has been named administrative assistant to George B. Storer, president of Storer Broadcasting Co., with headquarters in Miami Beach.

ADVERTISING SALES LEADS

As reported by 1018 Sales Managers in a study conducted by the N.Y. Sales Executive Club

...And

Study Cost of Producing Orders in Industrial Markets

The average cost of a salesman's call in the industrial field is \$17.24; orders are harder to get today than a year ago and nearly half of the companies in this field say that their volume of business will be adversely affected by "peace". Those are some of the facts learned by the NEW YORK SALES EXECUTIVE, from a national survey just completed of sales managers of 1018 manufacturers of materials, equipment and services for the industrial market.

Information was requested on the cost of a salesman's call; also the number of orders obtained per hundred calls on: cold contacts, on leads developed through company advertising and on prospects that have had an opportunity to study the company's catalog. It also inquired as to the possible effect of "peace" on their business and the comparative difficulty of getting orders today as against a year ago.

The final tabulation of the data furnished by 228 concerns indicates that:

1. The average cost of a salesman's call on a prospective customer is \$17.24.

2. Salesmen average 9.2 orders per 100 cold calls — 16 orders when calling on 100 leads developed by advertising — and 38.4 orders from 100 calls made on inquirers that have had an opportunity to study the company's catalog or similar literature.

3. The average cost per order obtained for all companies ranges from \$44.89 to \$187.39 depending on the type of lead contacted.

4. 52.4 percent of the participating companies report that orders are harder to get today than a year ago.

5. 46.5 percent expect their volume of business will be adversely affected in the event of "peace" or more settled world conditions resulting in a let-down in defense spending.

A complete analysis of the replies to each question follows:

QUESTION 1. WHAT DO YOU ESTIMATE IS THE AVERAGE COST PER CALL BY YOUR SALESMEN?

Results—
The cost per salesman's call ranges from a low of \$1.00 to a high of \$130.00 depending on the type of product or service being sold, its value and the amount of research and engineering required to service the customer's needs.

The average cost per call for all participating companies is \$17.24. However, the majority (80.9 percent) of the firms indicate their salesmen's calls cost from \$5.00 to \$30.00 — with 42.1 percent in the \$10.00 to \$20.00 bracket. The average cost per call for the major group is \$14.38.

Estimated Cost per Call	Percentage of Companies Reporting
Under \$5.00	8.2
\$5.00 to \$9.00	18.0
\$10.00 to \$19.00	42.1
\$20.00 to \$30.00	20.8
Over \$30.00	10.9

(Note: Only 205 companies were able to furnish adequate data on the average cost per salesman's call.)

QUESTION 2. IN YOUR OPINION, OUT OF EVERY 100 COLD CALLS MADE BY YOUR SALES FORCE, HOW MANY ORDERS DO YOU GET?

Results—
The average number of orders obtained per hundred cold calls for all companies reporting is 9.2.

The number of orders obtained range from 1 to as many as 50 per hundred cold calls. The majority (82.9 percent) fall in the 1 to 19 bracket. The largest single group (34.3 percent) get from 1 to 4 orders.

Orders Obtained per 100 cold calls	Percentage of Companies Reporting
1 to 4	34.3
5 to 9	28.1
10 to 19	20.5
20 to 39	14.0
40 to 50	3.1

(Note: Only 162 of the companies indicated their salesmen make cold calls.)

Based on the average cost of \$17.24 per sales call for all companies reporting, the average cost per order is \$187.39 — or \$166.30 if the average cost per call of \$14.38, as estimated for the majority group in Question 1 is used as a basis of cost.

QUESTION 3. IN YOUR OPINION, OUT OF EVERY 100 CALLS MADE BY FOLLOWING UP AN INQUIRY FROM YOUR PUBLICATION ADVERTISING, HOW MANY ORDERS DO YOU GET?

Results—
An overall average of 16 orders are obtained for each one hundred calls made on leads developed from advertising.

The majority (89.2 percent) report their salesmen obtain from 1 to 39 orders per hundred calls. The largest single group (34.8 percent) occurs in the 10 to 19 bracket.

Number of Orders Obtained	Percentage of Companies Reporting
1 to 4	20.3
5 to 9	16.1
10 to 19	34.8
20 to 39	18.0
40 to 59	6.0
60 to 80	4.8

(Note: Forty-four companies were unable to furnish adequate information on the number of orders obtained from advertising leads.)

The average cost per order for all advertising leads is \$107.75 based on the overall average cost per call of \$17.24 — or \$89.87 if the majority group cost per call of \$14.38 is used as a basis.

QUESTION 4. IN YOUR OPINION, OUT OF EVERY 100 CALLS MADE AFTER YOUR PROSPECT OR CUSTOMER HAS STUDIED YOUR CATALOG AND INVITED YOUR SALESMAN TO CALL, HOW MANY ORDERS DO YOU GET?

Results—
Salesmen obtain an average of 38.4 orders per hundred calls on prospects that have studied their company's catalog.

The number of orders taken on this type of call range from 1 to 95 per hundred calls. The majority (74.1 percent) range from 10 to 79 orders. The largest single group (21.3 percent) is in the 20 to 29 bracket.

Number of Orders Obtained	Percentage of Companies Reporting
1 to 4	5.6
5 to 9	8.4
10 to 19	11.8
20 to 29	21.3
30 to 39	9.4
40 to 59	18.0
60 to 79	14.6
80 to 95	11.9

(Note: Thirty-two companies were unable to furnish adequate information.)

The average cost for this type of order is \$44.89 — and \$37.44 if the majority group base cost per call (\$14.38) is used.

QUESTION 5. DO YOU FIND IT GENERALLY HARDER TODAY TO GET AN ORDER THAN A YEAR AGO?

Results—

Percentage of Companies Reporting	
YES	52.4
NO	46.6
Don't Know	1.0

QUESTION 6. IN THE EVENT OF "PEACE" (THAT IS, MORE SETTLED WORLD CONDITIONS RESULTING IN A LET-DOWN IN DEFENSE SPENDING), WHAT WOULD BE THE EFFECT ON YOUR BUSINESS?

Results—

Percentage of Companies Reporting	
ADVERSE	46.5
BENEFICIAL	11.3
NO EFFECT	22.6
DON'T KNOW	19.6

DAVENPORT NEWSPAPERS

FIRST
IN ADVERTISING LINEAGE
IN QUAD-CITIES & IOWA

MORNING DEMOCRAT Evening DAILY TIMES
Sunday DEMOCRAT & TIMES
Serving the Quad-Cities of
DAVENPORT, IOWA; ROCK ISLAND, MOLINE
and EAST MOLINE, ILLINOIS
HEADQUARTERS: DAVENPORT, IOWA
Represented Nationally by
JANN & KELLEY, INC.

American Aviation Buys Paper
Air Traffic Digest, daily rate and tariff publication issued since 1948 by Air Traffic and Service Corp., Washington, has been purchased by American Aviation Publications Inc., Washington, and merged with the publisher's *Air Traffic News*, daily newsletter specializing in air rates and tariffs.

Agency Opens S. F. Branch
 McNeill & McCleery, Hollywood agency, has opened an office at

177 Post St., San Francisco. Roger Wurtz, formerly Northern California manager of California Fashion Publications, has been named manager of the new branch.

FCC Approves WBIS Sale
 The Federal Communications Commission has approved the sale of WBIS, Bristol, Conn., by Bristol Broadcasting Corp. to Hatch Broadcasting Co., Torrington, Conn. Purchase price was \$65,000.

Elsworth Joins Fritz
 J. W. Elsworth, formerly of J. W. Elsworth Co., Greenport, L. I., has joined Jimmy Fritz & Associates, Hollywood agency, as a partner. He will act as financial adviser and consultant on new accounts.

'Chicago' Names Leverone
 Lewis Leverone, president of Nationwide Food Service, has been named board chairman of *Chicago*, new monthly consumer magazine featuring the midwestern city.

Canadian Admen Set for May Convention

TORONTO, April 7—Agency-client relations will be the over all theme of the 39th annual convention of the Assn. of Canadian Advertisers when it meets here May 4-7.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, New York, will speak at a luncheon meeting and lead a program prepared by the

Canadian Assn. of Advertising Agencies.

Carrol M. Shanks, president of Prudential Insurance Co. of America, Newark, N. J., will speak on "Management Sales Responsibilities in 1954" during another of the sessions.

Other speakers scheduled to address the convention include Alex F. Osborn, chairman of the board of Batten, Barton, Durstine & Osborn, New York; Henry Pattison Jr., senior v.p. and chairman of the board of Benton & Bowles; Edward J. Vennicombe Jr., v.p. of McCormick Co., Baltimore; D. S. Catton, Magazine Advertising Bureau; J. J. Wallace, publisher of Holliday Publications; G. Groshup, Independent Grocers Alliance; Jack Part, chairman of the board of Adrem Inc., Toronto; T. J. Emmert, exec. v.p. of Ford Motor Co. of Canada; and Hedleigh Venning, v.p. of Shirriff's Ltd., Toronto.

Motion Pictures for TV Acquires Skiatron System

Mathew Fox, owner and board chairman of Motion Pictures for Television Inc., New York, has acquired U. S. and worldwide rights to the Skiatron "Subscriber-Vision" television system from the Skiatron Electronic & Television Corp., developer of this pay-as-you-see form of telecasting.

Skiatron TV Corp., a new operational company, will file application to the FCC for permission to operate the Skiatron system on a commercial basis.

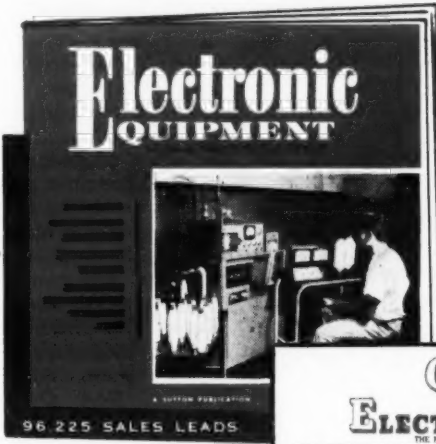
WSIX-TV Appoints Alsup

Harry Alsup, formerly with Noble-Dury & Associates, has been appointed director of merchandising and sales of WSIX and WSIX-TV, Nashville CBS basic affiliates.

**PRODUCE LOW COST SALES
 ...SUTTON PUBLICATIONS
 DELIVERED 285,230
 ACTIVE SALES LEADS**

DURING A RECENT SIX MONTH PERIOD
 (these inquiries were sent through our office... many more went directly to the manufacturers)

The advertising sales lead is the quickest way to make the most sales at the lowest cost... because it provides a positive method of knowing the name of the men most interested in buying your products.



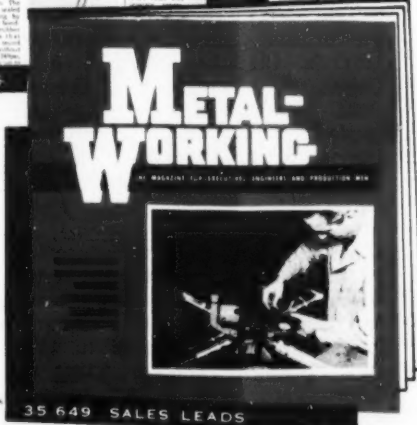
96,225 SALES LEADS



31,713 SALES LEADS



122,143 SALES LEADS



35,649 SALES LEADS

Every Sutton Publication delivers active sales leads from verified circulation... providing the prospective buyer's complete name, title and company.



**FOR MORE SALES IN 1954
 USE A SUTTON PUBLICATION**

SUTTON PUBLISHING COMPANY, INC.
 172 SOUTH BROADWAY WHITE PLAINS, N. Y.
 White Plains 9-8500

Why Keep It A SECRET?

Tell Your Prospects Where to Buy Your Product

You design a good product—make it well—price it right—set up distribution—run your ads—and then what? All this is sheer waste without dealer identification. Be sure your sales program includes Artkraft's* effective point-of-purchase signs.

Artkraft*
 PORCELAIN NEON DEALER SIGNS
Artkraft*
 THREE-DIMENSIONAL PLASTIC DEALER SIGNS
Artkraft*
 PORCEL-M-BOS'D Neon or Non-Illuminated STORE FRONT SIGNS

Artkraft* will design for quantity buyers, without obligation, a distinctive sign and develop a sign program that works.

SEND TODAY FOR FREE BROCHURE OF LONG LIFE
 Stop In and See Our Permanent Display At The Advertising Display Center, 58 Park Avenue, New York, New York.

Artkraft*
SIGN COMPANY

Division of Artkraft* Manufacturing Co.
 1133 E. Kibby St. Lima, Ohio
 Please send new brochure on Artkraft* signs.

Name
 Firm
 Street
 City & State

*Trademark Reg. U. S. Pat. Off.

High Court Decides Home-Audience Giveaway Shows Are Legal After All

(Continued from Page 2)

is not considered a lottery.

He said the networks and the commission agree that prizes on the program under consideration are distributed according to chance, "but they fall out on the question of whether the home contestant furnishes the necessary consideration."

■ FCC took the position that these programs "are nothing but age-old lotteries in a slightly new form.

"The new form results from the fact that the schemes here are illicit appendages to legitimate advertising.

"The classic lottery looked to advance cash payments by the participants as the source of profit; the radio giveaway looks to the equally material benefits to stations and advertisers from an increased radio audience to be exposed to advertising."

The Chief Justice admitted that there have not been any decisions precisely on the point, but he concluded: "We believe that it would be stretching the statute to the breaking point to give it an interpretation that would make such programs a crime."

As adopted by FCC, the regulation applied only to giveaways involving participation by the home audience. FCC agreed that participation by a studio audience could not be considered to have elements of a lottery.

■ After their adoption in 1949, the rules were reviewed by a special three-judge court, which issued a decision generally favorable to the broadcasters. The lower court's ruling was appealed by the commission.

Examples of the giveaways considered by the court included ABC's "Stop the Music," NBC's "What's My Name" and CBS' "Sing It Again." In all three cases, contestants selected at random from telephone directories or from postcards sent in by listeners were offered an opportunity to answer a question by telephone.

The decision said: "Courts have defined 'consideration' in various ways, but so far as we are aware none has ever held that a contestant's listening at home to a radio or television program satisfies the consideration requirement.

■ "Some courts—with vigorous protest from others—have held that the requirement is satisfied by a raffle scheme giving free chances to persons who go to a store to register to participate in the drawing of a prize and similarly by a bank night scheme giving free chances to persons who gather in front of a motion picture theater in order to participate in a drawing held for the primary benefit of the paid patrons of the theater.

"To be eligible for the prize on the giveaway involved here, not a single home contestant is required to purchase anything or pay an admission price or leave his home to visit the promoter's place of business; the only effort required for participation is listening."

The court's decision observed that the solicitor of the Post Office Department cleared for mailing purposes material relating to "Stop the Music" and to a comparable contest conducted by "Truth or Consequences."

■ As far back as 1947, the court noted, the solicitor of the Post Office Department ruled that a contest does not become a lottery until at least "an expenditure of

substantial effort or time" has been required.

"In order for a prize scheme to be in violation of this section," the Post Office had held, "it is necessary to show (in addition to the fact that prizes are awarded by means of lot or chance) that the 'consideration' involves, for example, the payment of money for the purchase of merchandise, chance or admission ticket, or as payment on account, or requires an expenditure of substantial effort or time.

"On the other hand, if it is required merely that one's name be registered at a store in order to be eligible for the prize, consideration is not deemed to be present."

GIVEAWAYS REPLACED BY HELP FOR NEEDY

NEW YORK, April 6—Five years ago, before the Federal Communications Commission decided to stop broadcasters from "buying" an audience, you could stay home with a mathematical chance of being called almost any night of the week by a radio show with a share-the-wealth motif.

Now, when the Supreme Court has ruled that the FCC has no right to clamp down on the telephone prize programs, you have almost no chance of picking up a few thousand dollars in extra spending money this way.

There aren't any big giveaway shows around any more for the home audience, which makes this week's high court decision strictly one for the record.

At the time the FCC started its crackdown on the giveaway craze, there were 34 radio network giveaway and quiz shows—ten on CBS, nine on ABC, eight on NBC and seven on Mutual.

■ Ralph Edwards was the "I Love Lucy" of radio with his telephone search for listeners who could identify a series of "hush" characters. "Stop the Music" was ruining Fred Allen's disposition and his rating standing.

The networks and Radio Features Inc., producer of the Tello-Test shows, fought the FCC move from the beginning. The fad was at its height and the competition became even more hectic during the early days of the commission's scrutiny on giveaways as CBS undertook to outdo ABC with "Sing It Again" and "Hit the Jackpot."

■ Today the pendulum has swung in another direction. The current craze—which also seems to be abating somewhat because of widespread adverse publicity—is for programs that shower their bounty on needy persons in the studio: "Strike It Rich," "On Your Account," etc. This type of giveaway did not figure in the case before the Supreme Court.

There are very few network shows now using the telephone call come-on to attract listeners. NBC radio's "Road Show" selects license numbers at random and invites the owners to call in and win some small-size electric appliances. ABC-TV has a telephone gimmick in "It's About Time," a panel show, but this one will be leaving the air soon.

Howlett Joins Robert Gair

Henry J. Howlett has joined Robert Gair Co., New York, as a special representative for the container division. Formerly president of Container Laboratories, Mr. Howlett was secretary of the American Management Assn. for 13 years and v.p. of the Piggly Wiggly Corp.

Announcing
A REVOLUTIONARY NEW
GASOLINE ADVANCEMENT
BY TEXACO

NEW SKY CHIEF, Super-Charged with PETROX delivers
MAXIMUM POWER yet actually CUTS ENGINE WEAR!

NEW!
TOP OCTANE
Sky Chief
GASOLINE

TEXACO DEALERS
in all 48 states

WITH PETROX—Texas Co.'s new style gas for '54 is "super-charged with Petrox," a new compound. It bows in newspaper ads like this in 336 papers and will be featured in four-color spreads in Collier's, Life, Look, Newsweek, The Saturday Evening Post and Time. In May and June, 8,000 posters will be used. Cunningham & Walsh is the Texaco agency for all but radio, handled by Kudner Agency.

Pierre S. du Pont Dies; Led General Motors, E. I. du Pont

WILMINGTON, April 6—Pierre Samuel du Pont, 84, who with his brothers Irene and the late Lamot du Pont directed E. I. du Pont de Nemours & Co. during the period of its greatest growth, and former president of General Motors Corp., died suddenly yesterday.

Born near one of the first du Pont black powder mills near Wilmington, Mr. du Pont was graduated from the Massachusetts Institute of Technology in 1890 and joined the family industry as a chemist. With his cousin, Francis G. du Pont, he developed the first successful du Pont smokeless powder.

In 1899 he left the company and became president of Johnson Co. in Lorain, O., now a part of U. S. Steel. Three years later he joined his cousins, T. Coleman and Alfred I. du Pont, in buying the 100-year-old family company, forming the present E. I. du Pont de Nemours & Co. He first served as treasurer, later as v.p. and acting president.

In 1915, Mr. du Pont bought out Coleman du Pont and formed Christiana Securities Co., of which he was president until 1950 when his brother, Lamot, succeeded him. In 1915 he also succeeded Coleman as president of the du Pont organization. He was succeeded in this post by his brother, Irene, in 1919. Mr. du Pont continued as board chairman, his title until 1940.

■ Mr. du Pont became interested in the infant automotive industry during World War I, and the company invested substantial amounts in General Motors stock in 1918 and 1919. He was president of General Motors from 1920 to 1923 when Alfred P. Sloan Jr. took over, and was board chairman until 1929. He continued on the company's board until 1944.

In addition to widespread educational interests, Mr. du Pont was a political independent and a one-man crusader for Prohibition repeal during the '20s. He also became self-appointed collector of Delaware's personal income tax, raising collections from \$1,400,000 in 1922 to \$7,000,000 in 1930. He became state tax commissioner and was responsible for balancing the state's budget, reducing taxes, and expending \$20,000,000 in public improvements.

VERNON R. FROST

SEATTLE, April 6—Vernon R. Frost, 51, a professor at the Uni-

versity of Washington and director of its school of communications, died March 30.

Prof. Frost had been a member of the journalism faculty since 1945 and director of the communications school since 1952. He was graduated from the university in 1926, and owned and operated weekly newspapers in Bothell and Cashmere, Wash., and in Buhl, Jerome and Gooding, Ida. He sold the *Bothell Citizen* in 1952.

Prof. Frost was primarily interested in the development of advertising courses in the school, and established an advertising sequence for journalism students in 1946. He was western v.p. of Alpha Delta Sigma, national advertising fraternity, and was a former secretary of the Washington State Newspaper Assn. and a past president of the Idaho State Editorial Assn.

EDWARD L. GILCHRIST

PHILADELPHIA, April 6—Edward L. Gilchrist, 76, former advertising manager of the old *Philadelphia Record*, died suddenly April 1. Mr. Gilchrist retired 18 years ago.

BEATRICE BROWN

NEW YORK, April 6—Beatrice Brown, 69, founder and president of B. Brown Associates, direct mail advertising service, died April 2 of a heart attack.

Born in Montreal, Miss Brown came to New York in 1900 and joined George Batten Co., a predecessor of Batten, Barton, Durstine & Osborn. Later Miss Brown joined the Curtis Publishing Co., where she became assistant to the advertising manager.

In 1915 she opened her own business specializing in direct mail advertising. She was prominent in the women's suffrage movement and was active in politics for many years. She was one of the founders of Mail Advertisers Service Assn.

CLARENCE P. PETERSON

CHICAGO, April 6—Clarence P. Peterson, 60, v.p. in charge of radio and tv for the Chicago office of Branham Co., media representative, died yesterday after a six-month illness.

Born in Chicago, Mr. Peterson started his career with Charles H. Fuller Co., early Chicago agency, and later joined Stack-Gobel Advertising Agency. He started as a newspaper representative with S. C. Beckwith Co. and then joined Branham in September, 1933.

Mr. Peterson's eldest son, Kenneth, is associated with Scheerer & Co., newspaper representative.

WILLIAM FORRAY

NEW YORK, April 6—William Forray, 60, secretary and one of the founders of Sterling Advertising Agency, died April 2 of a heart attack. He had been with the agency since it was founded 40 years ago.

Born and educated here, Mr. Forray started his business career with the late Joseph P. Day, auctioneer. In 1914 he joined Joseph S. Edelman and Herbert Goldsmith in organizing Sterling Advertising Agency. Mr. Edelman became president, Mr. Goldsmith treasurer and Mr. Forray secretary of the company.

Technical Tape to Peck

Technical Tape Corp., Morris Heights, N. Y., has appointed Peck Advertising, New York, for its line of consumer, industrial and recording tapes. All media will be used. Franklin Bruck Advertising is the previous agency.

XEO, XEOR Boost Hudson

Stanley S. Hudson, with the stations for the last three years, has been named director of merchandising and public relations for XEO, Brownsville, and XEOR, McAllen, Tex.

Don't Bury UHF, Goldin Advises Ohio Conferees

COLUMBUS, O., April 7—Don't bury u.h.f. television prematurely, Dr. Hyman H. Goldin advised the 24th annual Institute for Education by Radio-Television today.

Dr. Goldin, assistant chief accountant in charge of economics for the Federal Communications Commission, spoke on "The Outlook for UHF" before 1,000 broadcasters, educators and civic leaders at the opening session of the conference sponsored by Ohio State University.

"Rumors of u.h.f.'s death are greatly exaggerated," he said, pointing out that many communities must look to u.h.f. for their only local station, while many others need it to obtain an adequate number of program choices. Of the 100 largest metropolitan areas, 35 must look to u.h.f. for first and second local stations, the FCC economist declared.

■ "The point that needs emphasis is that there are 130 u.h.f. stations now in operation and new stations are going into operation each week," Dr. Goldin stated. "Of the 51 u.h.f. drop-outs, only seven were actually stations in operation; others were paper grants.

"Further, an examination of some of these drop-outs indicates that the difficulty in some cases was less the u.h.f. problem than lack of sufficient economic potential in the market itself," he added.

"Even in the pre-freeze markets where u.h.f. faces its toughest uphill struggle, slow but continual progress in expanding the audience is taking place," Dr. Goldin declared. "I have in mind such markets as Milwaukee, Albany-Schenectady-Troy, New Orleans, Pittsburgh, Norfolk and others of comparable importance."

■ Dr. Goldin enumerated various u.h.f. woes, many of which he said were "understated" from the outset by FCC. Among them were:

1. Unavailability of high-power transmitters.
2. Lack of adequate sensitivity of u.h.f. receivers, and the price difference between v.h.f.-only and u.h.f.-v.h.f. receivers.
3. Blanketing of u.h.f.-only communities by powerful v.h.f. stations located in distant markets.
4. The speed at which new v.h.f. station permits have been granted, thus depriving u.h.f. stations of the substantial grace period some had expected.
5. Advertisers' and networks' "lack of enthusiasm" in embracing u.h.f. stations where v.h.f. facilities are available.

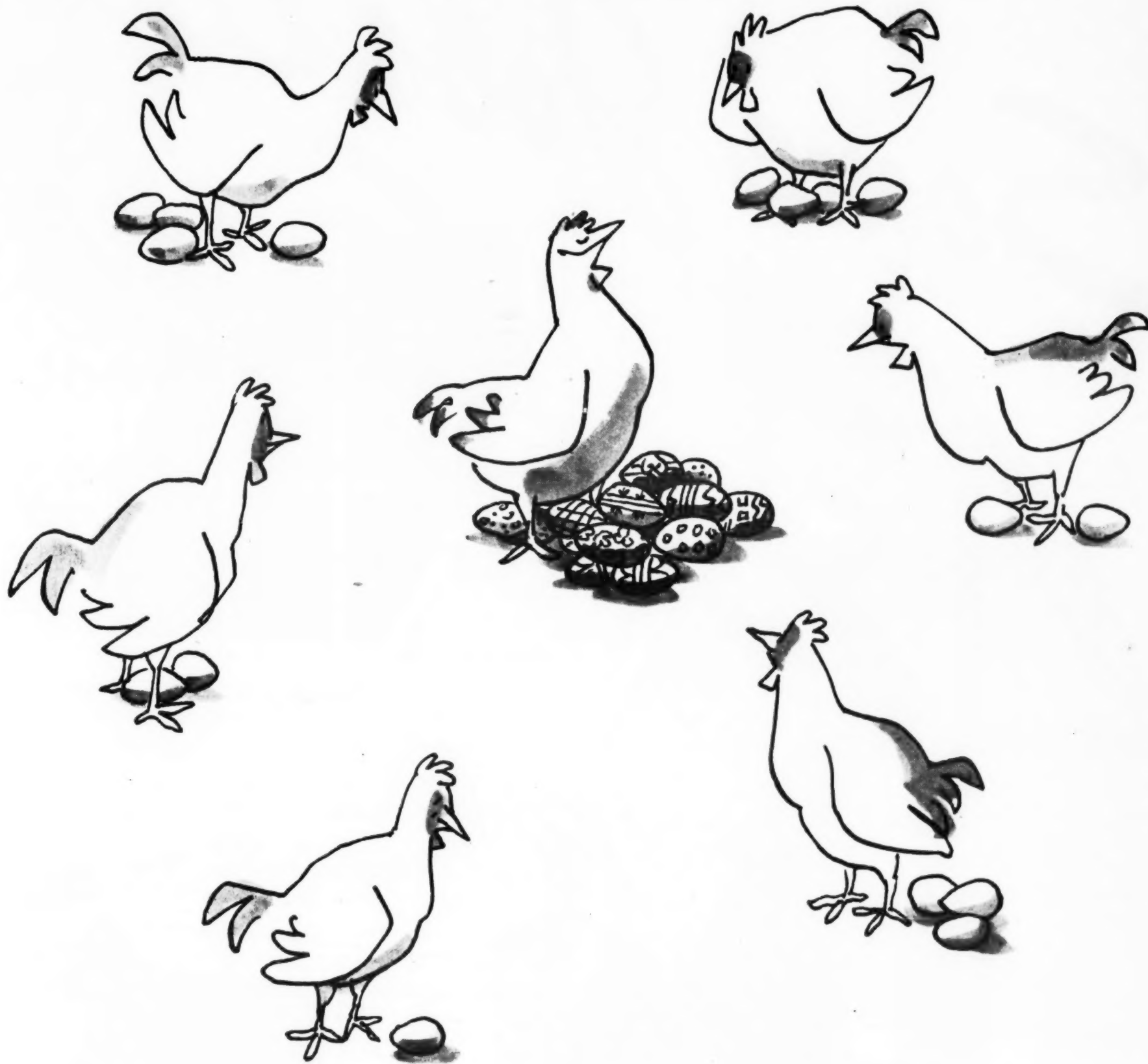
■ Dr. Goldin also cited public apathy toward getting u.h.f. equipment, as well as the high cost of producing local shows and of getting high-quality film fare to build up audiences.

The economist described two measures the FCC has under consideration to aid u.h.f. One is to establish a higher minimum on transmitter power for new u.h.f. stations.

■ The second was to permit multiple owners to acquire two u.h.f. stations in addition to the present maximum of five tv stations.

"I have a basic optimism that in the long run, with imaginative programming, educational u.h.f. stations can build up a substantial audience," he concluded. "The going will be slow and difficult, but progress should be continual."

Some people are born leaders



...like WCAU, Philadelphia

RADIO—On a seven-day basis, WCAU-Radio's average share of audience is 61% greater than the average share of audience attained by the second highest rated station.

TELEVISION—On a seven-day basis, WCAU-Television's average share of audience is 28% greater than the average share of audience attained by the second highest rated station.

Sources upon request

Some Jobs Are Easier in

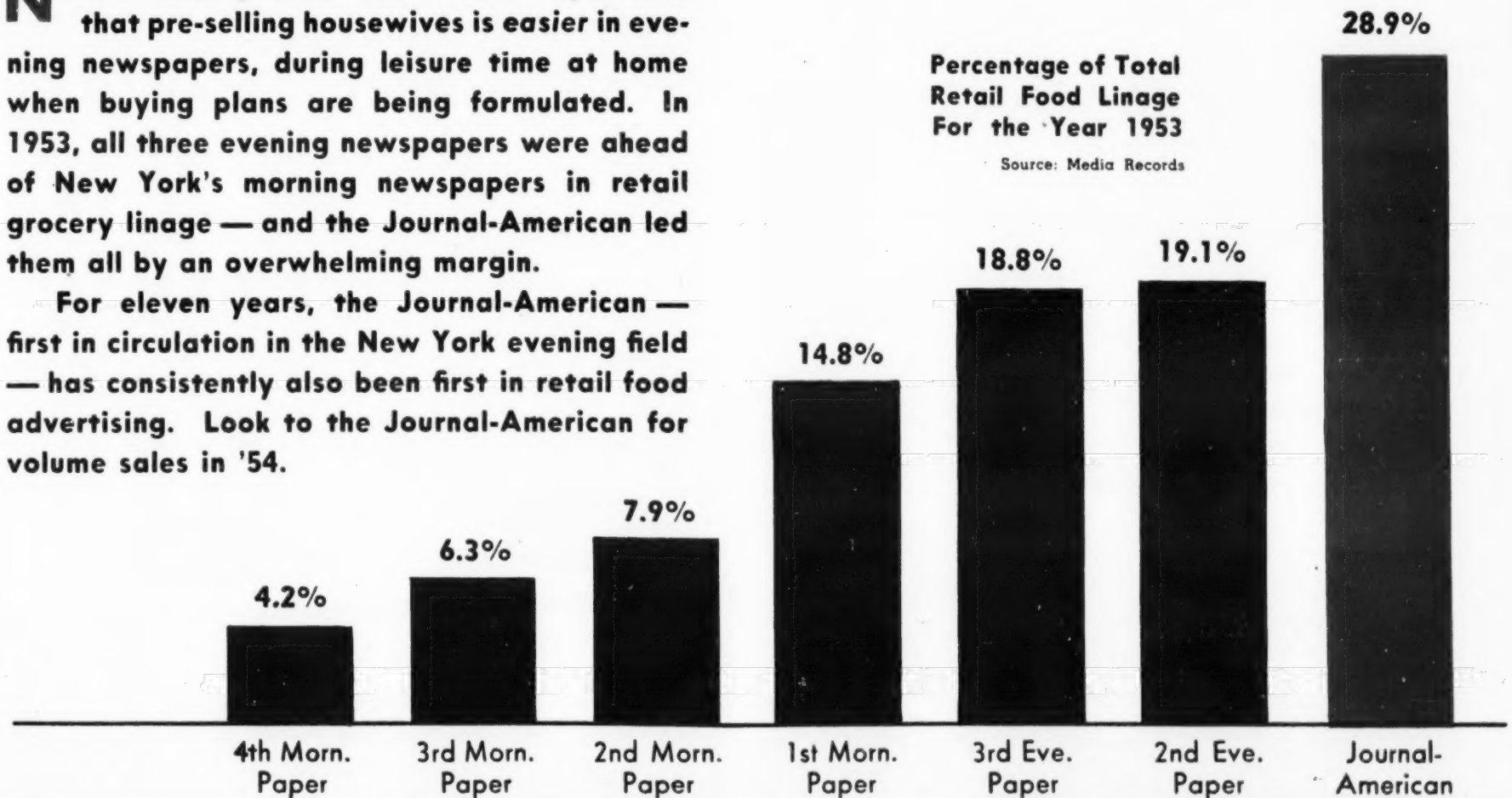


...in the Evening...

That's why the New York Journal-American, for the 11th consecutive year, is first choice of retail food advertisers

NEW YORK grocers know from experience that pre-selling housewives is easier in evening newspapers, during leisure time at home when buying plans are being formulated. In 1953, all three evening newspapers were ahead of New York's morning newspapers in retail grocery linage — and the Journal-American led them all by an overwhelming margin.

For eleven years, the Journal-American — first in circulation in the New York evening field — has consistently also been first in retail food advertising. Look to the Journal-American for volume sales in '54.



Journal NEW YORK American

A HEARST NEWSPAPER
NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

28 Merchandising Ad Campaigns Win ABP Awards

(Continued from Page 2)

hue Sales Corp., New York distributor of Talon fasteners. Agency: McCann-Erickson, New York.

Division 5 (to describe and encourage the dealer to use sales promotion aids such as window displays, counter displays, advertising mats, envelope stuffers, etc.): Polaroid Corp., Cambridge camera and film maker. Agency: Batten, Barton, Durstine & Osborn, Boston.

Division 6 (public relations advertising, including trade associa-

tion campaigns, institutional advertising, sales training, endorsements, policy announcements, etc., and all other advertising not covered by preceding divisions): Sheraton Corp. of America, Boston operator of hotels and commercial buildings. Agency: Batten, Barton, Durstine & Osborn, Boston.

■ **Division 7** (multiple page advertising which makes the most effective use of three or more consecutive pages in one issue): Caloric Stove Corp., Tipton, Pa., maker of gas ranges and clothes dryers. Agency: Geare-Marston, Philadelphia.

John D. Gray, president of Wallachs and a board member of Hart, Schaffner & Marx, who was chairman of the judges who selected the winning campaigns, emphasized that retailers need better ads as sources of new ideas.

"As retailers," he said, "we have a keen interest in better advertising in the business papers we read. By helping the advertiser direct his message more forcefully, through the examples of the campaigns honored in this ABP contest, we are actually facilitating the flow of ideas on which we are so dependent."

Thomas B. Haire, board chairman of ABP and president of Haire Publishing Co., and Harry C. Hahn, sales manager of *Electrical Merchandising* and chairman of ABP's merchandising papers committee, presented the awards. Similar awards will be made for advertising in industrial, professional and institutional publications April 23 at Cleveland.

■ Robert R. Young told the joint meeting that "the railroad industry is the only major segment of

the American economy which is still woefully behind the times."

Mr. Young, who is waging a proxy fight for control of the New York Central Railroad, declared that the country's railroad passenger car fleet is on the verge of collapse.

"Of the 41,000 passenger cars of all types more than three-quarters are over 20 years of age and nearly 40% over 30 years old. In the 23 years since 1930," he said, "only 8,200 new passenger cars have been ordered, or an average of 360 a year. At this rate it will take 114 years to renew the present fleet."

■ All but a handful of the railroads' 1,700,000 freight cars, Mr. Young said, "are obsolete as to bearings; less than 1% of all refrigerator cars are mechanically refrigerated, and the brakes of all freight cars are outmoded.

"Engineers estimate that the savings from roller bearings, mechanical refrigeration and improved brakes alone can save the railroads close to \$1 billion a year.

"In the interest of national defense, if not employment," Mr. Young said, "the public is entitled to be told why the handful of men that dominate our 130 railroads are so opposed to progress in the railroad field. Is it," he asked, "because of their larger interests in a myriad of other corporations with which they and their associates interlock?"

Woltering Joins Lynch & Hart
Lynch & Hart Advertising Co., Clayton, Mo., has appointed Robert J. Woltering an account executive and research director. Mr. Woltering formerly was an account executive of Krupnick & Associates, St. Louis.

SERVEL - WORLD'S FIRST AND ONLY REFRIGERATOR THAT
MAKES ICE CUBES WITHOUT TRAYS
AND PUTS 'EM IN A BASKET - ALL AUTOMATICALLY!

Revolutionary new Servel makes all other refrigerators obsolete before they come off the assembly line!

SEE OFFICIAL YOUR SERVICE DISTRIBUTION FOR TIME-PLACE-DAYS BY SERVEL'S "SHOW OF STARS"

INDUSTRY'S BIGGEST ADVERTISING BOST BACKS SERVEL DEALERS IN '53!

Servel's NEW HOME FREEZERS!
Servel's NEW ROOM AIR CONDITIONERS!
NEW! ALL 9 FREEZING SYSTEMS!
PLUS "ELECTRIC WINDMILL"

TWO GREAT NEW DORMEYERS for you!

At your most popular price points—\$2.99 and \$3.99—Wings gives you:

The only shirt with the famous guaranteed Alpacas Cloth Collar

The widest variety of collars for business interest

Collarless, wrap-up, for dinner, neck, button, package, iron, mercurized

Extensibility of quality price and service that only a brand name can give you

175 Wings Ad Plan that backs up national ads like this one in 1,000

Look

this is the age of Wings for man and boy

SWEETEST SEWING NOTIONS ITEM IN THE BUSINESS
...the premium-profit, best-selling Talon zipper

The zipper that makes your sewing projects a breeze!

100% Talon Zippers
100% Talon Zippers
100% Talon Zippers

Donahue

At your most popular price points—\$2.99 and \$3.99—Wings gives you:

The only shirt with the famous guaranteed Alpacas Cloth Collar

The widest variety of collars for business interest

Collarless, wrap-up, for dinner, neck, button, package, iron, mercurized

Extensibility of quality price and service that only a brand name can give you

175 Wings Ad Plan that backs up national ads like this one in 1,000

Look

this is the age of Wings for man and boy

only gas does so many things...so well!

and only Caloric does so much with gas!

Caloric

SHERATON HOTELS

HERALD'S NEW "10 PLY" FROM TRAVEL MARKER

With this new automatic display the POLAROID CAMERA DEMONSTRATES ITSELF!

COLORFUL SCENE LIGHTS UP—CAMERA SHOTS IT

PANEL SLIDES ON—CAPS "NO SECONDARY LIGHT"

REAL PICTURE SHOWS UP—PANEL SLIDES OFF

REAL PICTURE SHOWS OUT OF CAMERA

POLAROID CAMERAS

ABP WINNERS—Associated Business Publications' 1954 contest for advertising in merchandising papers produced these first place winners: TOP ROW—Servel Inc. (Division 1) for advertising to introduce new products or packages, produced by Hicks & Greist, and Dormeyer Corp. (Division 2) for advertising to promote product features and give product information, produced by John W. Shaw Advertising. SECOND ROW: Donahue Sales Corp. (Division 4) for advertising to link merchandise with seasonal promotion, produced by McCann-

Erickson, and Wings Shirt Co. (Division 3) for advertising to merchandise consumer advertising to the trade, produced by Zlowe Co. THIRD ROW: Caloric Stove Corp. (Division 7) for multiple page advertising which makes the most effective use of three or more consecutive pages in one issue, produced by Geare-Marston; Sheraton Hotels (Division 6) for public relations advertising, produced by Batten, Barton, Durstine & Osborn; Polaroid Corp. (Division 5) for advertising to encourage dealers to use sales promotion aids, also by BBDO.



J. VANCE BABB, associate public relations director of the New York office of N. W. Ayer & Son, has been elected a v.p. of the agency. He also has been named to direct service to American Telephone & Telegraph Co.

tion of such advertising treatments will be very much appreciated."

Sutton Promotes Thierer

Raymond M. Thierer, who formerly represented Sutton Publishing Co., White Plains, N. Y., in Denver, has been appointed district manager in New York State for all Sutton publications.

KFYO Joins CBS Radio

KFYO, Lubbock, Tex., will affiliate with CBS Radio, effective June 1. This brings the number of CBS Radio affiliates to 221.

Erecting Yale Spectacular

Artkraft-Strauss Sign Corp., New York, is erecting a spectacular for Yale Transportation Corp., New York, atop the company's building at 40th St. and 12th Ave. Built from aluminum, it will be a three-dimensional replica of a Yale trailer, three times actual size, and will be similar to a regular trailer in most details.

Names Everett-McKinney

WKGN, Knoxville, has appointed Everett-McKinney to represent it nationally. The station formerly was represented by Forjoe & Co.

Only years of experience can perfect the patience, skill and teamwork requisite to perfect color reproduction of food dishes.

CHARLES F KUONI STUDIO

Color Photography

61 WEST ERIE CHICAGO 11 • Telephone SU 7-4483-4

U. S. Gives Mild Slap to Brewers for Copy Claims

(Continued from Page 2)

have objected to sugar and starch free references in malt beverage advertising for the reason that, in our view, these claims imply a low or negligible caloric content since most people associate sugar and starch with food items having definitely fattening properties.

■ "We are interposing no objection to references to the caloric content of advertised products provided the exact number of calories contained in a specified amount, such as 12-oz. bottle or can, is given with sufficient conspicuousness to be equally as inescapable as any prominent low caloric claim.

"Neither do we object to additional caloric comparisons with the caloric content of standard portions of other foods used in the normal diet. We believe, however, that if actual caloric content is not given, any such advertising approach tends to leave the impression that the advertised product contributes far less caloric value than it actually does.

"A few members of the brewing industry who have recently launched campaigns employing the caloric theme, without mentioning the actual caloric content of their products, have agreed to modify such advertising to meet the objections we have raised. Inasmuch as this appears to be an unusually popular theme and since we may expect to see it used increasingly as summer approaches, we believe it is only fair to those companies which have modified their advertisements appropriately to have the remainder of the industry put on notice as to our views in this regard, in order that these treatments may all be terminated at as nearly the same time as possible.

■ "For this reason we shall appreciate it if you will convey to your members the Government's views with respect to this particular advertising approach.

"Your assistance in the correc-

Control your pitch in the only magazine...

devoted exclusively to the complete field of Automatic Control—in manufacturing operations, in automatic end products, in data processing.

Interpretively edited by John Diebold, the leading personality in the Automatic Control field... to be read by all the Management and key Engineering groups who initiate the thinking, make the decisions and authorize the expenditures in this fabulous market.*

Your ad is always next to editorial copy in the smartly designed, high inquiry-producing square format layout.

*30,000 sworn circulation

A REINHOLD PUBLICATION



AUTOMATIC CONTROL

The **MANAGEMENT** magazine of Systems Engineering

330 West 42nd Street • New York 36, N. Y.

SEASON STARTS WITH THE JUNE, 1954 ISSUE

Quality CIRCULATION BUILDERS for leading Magazine Publishers

UNION CIRCULATION CO., INC.
Columbus Circle • CO 5 8088
33 W. 60 ST., N.Y. 23, N.Y.

"Over a Quarter Century of Dependable Service"

New York Four A's Protests 3% Sales Tax; Clifford Warns It May Cause Agency Exodus

NEW YORK, April 6—Warning that "advertising agencies are located here for convenience but not of necessity," the American Assn. of Advertising Agencies' New York council went firmly on record against the proposed 3% sales tax extension to advertising agency services.

In a letter to Mayor Robert F. Wagner, Donald K. Clifford of Doherty, Clifford, Steers & Shenfield, chairman of the council, protested that a sales tax on agency services would have harmful results for New York City and for the economy.

The tax, Mr. Clifford wrote, would result "in rising unemployment among the advertising agencies, advertising media and advertising suppliers which have made New York the world's advertising center . . . and would also result in declining sales and employment generally."

■ "It would cause many advertising agencies to shift part or all of their operations from New York City . . . it would mean that advertisers would get less value for the dollars they spend through New York City advertising agencies than through the agencies in other cities . . . So far as advertisers are concerned, their agencies can satisfactorily be located in Bridgeport, Mt. Vernon, Newark, White Plains, etc. . . ."

"The great bulk of the advertising agency business in New York . . . is handled by agencies having offices in other cities which have no such burdensome tax. It is a simple matter for these agencies to shift their operations to other offices. Many other cities are inviting them to do so, offering attractive advantages . . . if only 10% of the volume of agency business now handled in New York should leave the city—and it may go as high as 50% or more—for every \$100 of taxes collected, four more people in the city of New York may be unemployed for one year . . ."

■ Then Mr. Clifford lectured the mayor as follows on the role of advertising:

"The purpose of advertising, planned and prepared by advertising agencies, is to find customers

for the goods and services which their clients produce or distribute. Advertising is an essential form of selling and job-making. Advertising multiplies selling messages and appeals and stimulates trade on a large and multiple scale . . . And because advertising is a multiple salesman, the losses would be multiplied."

Finally, Mr. Clifford warned, "a tax on advertising agency service would be much more than a tax on a particular type of business. We believe that the results—and they are inevitable results in our opinion—deserve your most careful consideration. We urge you to oppose or to withdraw this seriously harmful tax proposal."

Jacoby Joins John Budd

Edmond M. Jacoby, formerly commander in charge of public in-

formation for the Ninth Naval District, Great Lakes, Ill., has joined the New York sales staff of John Budd Co., newspaper representative.

Carson, Roberts Boosts Steele

Carson, Roberts Inc., Los Angeles, has established a new position and promoted Dan Steele to assistant to Ralph Carson, in charge of media, merchandising and research. Mr. Steele has been with the agency for the past year.

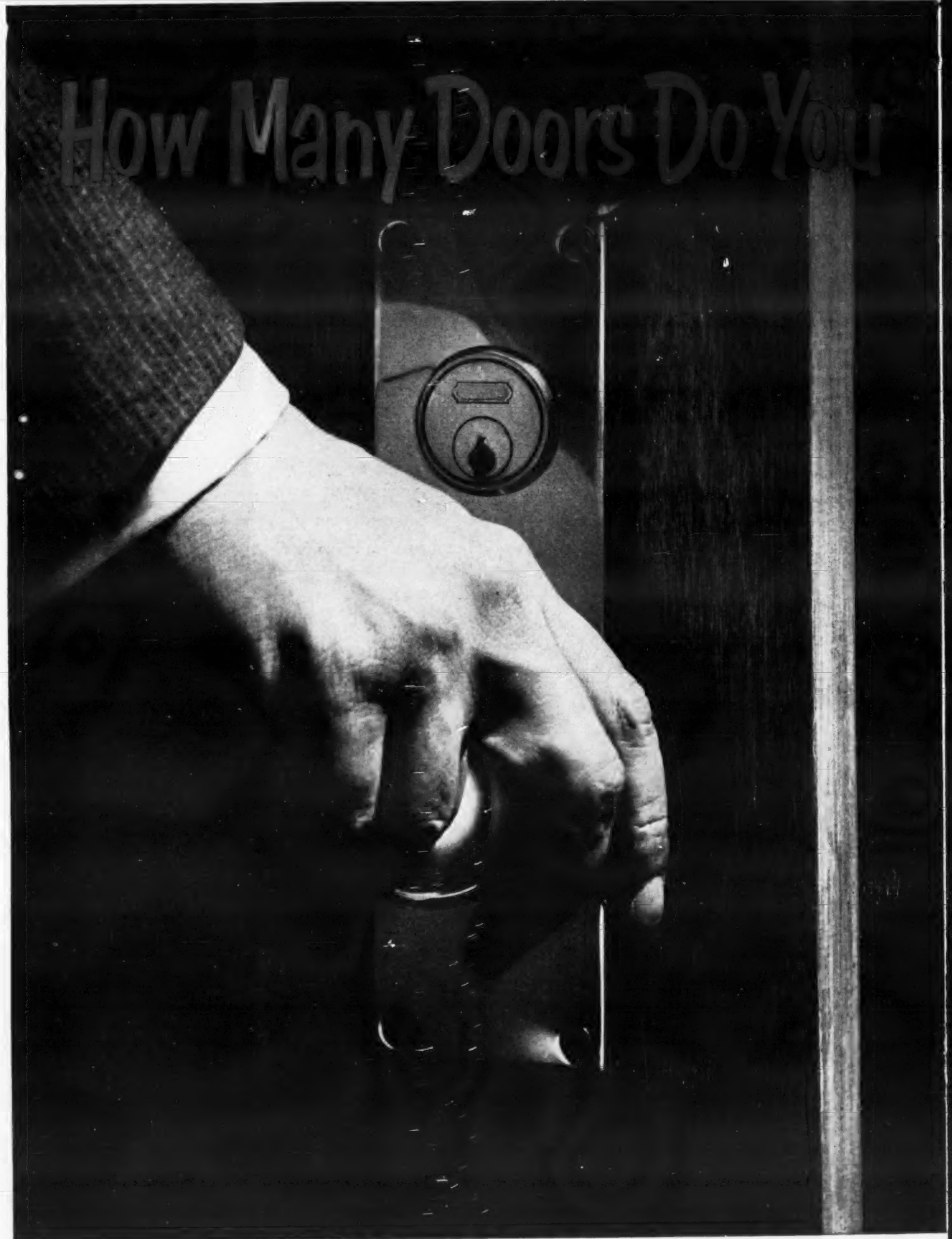
Pastarnack Joins Cohon

Irving J. Pastarnack has joined Herbert W. Cohon Co., New York, as an account executive and head of the new business department. Mr. Pastarnack formerly was manager of Lockwood Agency, New York.

Armour Labs Promotes Berry

Armour Laboratories, Chicago, has promoted Herbert A. Berry from midwestern division manager to sales manager.

How Many Doors Do You



SHMOO[®] BALLOONS SELL Your Products



Yes, the Shmoos are back in Dogpatch and all America, young and old, are talking about 'em. You can cash in on this enthusiasm by ordering Shmoos imprinted with your sales message for give-aways.

Because PIONEER Qualatex[®] SHMOO BALLOONS

- are inexpensive, easy to distribute
- have real toy value as premiums
- carry your product name wherever they go

© Copyright U.F.S., Inc.

Get ideas, samples and imprint information from our Premium Dept.

Write today to . . .



THE PIONEER RUBBER COMPANY
408 Tiffin Road • Willard, Ohio

Mogul Shifts Dunier

Leslie L. Dunier has been named business manager of the radio-tv department of Emil Mogul Co., New York. He formerly handled on-the-spot station relations around the country.

Names Pressman Ad Manager

E. C. Pressman has been promoted from national advertising manager of the *Register-Guard*, Eugene, Ore., to advertising manager.

Maxon Appoints Paul deFur

Paul deFur, formerly with J. Walter Thompson Co., has been appointed an executive in the radio-television department of Maxon Inc., New York.

Marran Heads Spencer Shoe

C. Charles Marran has been elected president of Spencer Shoe Corp., Boston, to succeed Philip Mulvihill, who is retiring, but who will continue with the company as a director. Mr. Marran was with

the company from 1938 to 1941. He returned in 1944 as v.p. and general manager of retail stores. Charles L. Daly was reelected board chairman.

Jackson Ellis Names Smith

Jackson Ellis Co., New York manufacturer of custom-printed wallpaper and fabric, has appointed D. C. Smith Inc., New York, to handle its advertising. Magazines and direct mail will be used.

Apex Schedules Newspapers

Apex Electrical Mfg. Co., Cleveland, will spend approximately 67% of its 1954 advertising appropriation on newspapers, an increase of about 17% over 1953 expenditures in the medium. Augmenting the newspaper campaign will be magazines and dealer and consumer merchandising programs.

DuMont Promotes Lowe

David Lowe, a producer-director with the network for several

years, has been named acting manager of public affairs and news for DuMont Television Network, New York. He succeeds Irwin Rosten, who has resigned to move to the West Coast.

Silversmith Launches Pattern

Reed & Barton, Taunton, Mass., silversmith, will introduce a new sterling pattern, Classic Rose, with spreads in trade publications and four-color pages in *Gourmet*, *House Beautiful*, *Ladies' Home Journal*, *Living for Young Homemakers*, *Mademoiselle*, *The New Yorker* and *Seventeen*, and b&w ads in *Bride's Magazine* and *Modern Bride*. Hewitt, Ogilvy, Benson & Mather is the agency.

Platt, Zachary Names Lindsay

Merrill Kirk Lindsay Jr., who has operated an international advertising and public relations counseling service for the past two years, has been named v.p. in charge of public relations for Platt, Zachary & Sutton, New York.

Open to Close a Sale?

Today's industrial salesman must not only know his line . . . he faces, in many busy plants, the problem of locating all of the men who may have an influence in the purchase of his product or service. He must try to ferret out and identify the man behind the door or title who must be sold. But identifying, locating, contacting and conditioning buyers takes time . . . and salesmen's time is at a premium.

You can multiply the calling power and productivity of your sales staff by advertising your product or service in the business publications that your prospects look to for help with their jobs.

FOR EXAMPLE:

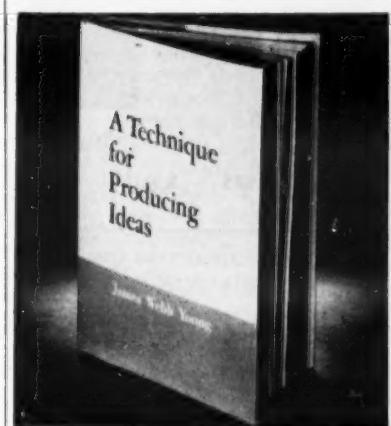
Acme Steel Company applied advertising to the job of acquainting thousands of new prospects with the advantages of metal stitching.

The campaign—in a carefully selected group of *Business* and *Business News*

Publications—talked the language of the user—discussed the kind of tasks the product was designed to perform—stressed the time and money saving factors—offered more complete technical data in a 12-page catalog. **RESULTS:** A sales increase of 270% for the first three months of one year over the same period in the previous year.

In your business, too, business publication advertising can "mechanize" the first three steps of a sale, permitting your salesmen to concentrate their valuable time and talents on the important job of making the proposal and closing the sale.

A new 8-page McGraw-Hill booklet, "How Many Accounts Can Your Salesman Handle?" provides factual data on the industrial salesmen's working time, and a chart for measuring the calling power of your sales staff. Ask your McGraw-Hill man for a copy.



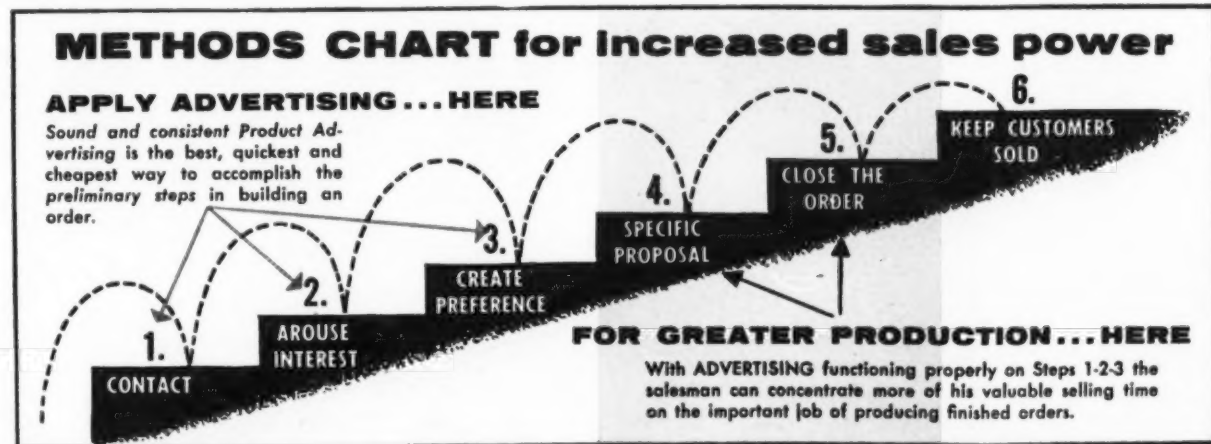
A TECHNIQUE FOR PRODUCING IDEAS

Where do the moneymaking ideas come from—those ideas which make successful novels, radio and television programs, moving pictures, sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of **A TECHNIQUE FOR PRODUCING IDEAS** now. Only \$1.25 postpaid.



McGraw-Hill Publishing Company, Inc.



330 WEST 42nd STREET, NEW YORK 36, N. Y.



HEADQUARTERS FOR BUSINESS INFORMATION



ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Gentlemen:
Please send me on 10-day money-back guarantee . . . copies of "A Technique for Producing Ideas."

Enclosed is \$

Name

Company

Address

City Zone . . . State . . .

Department Store Sales...

Weekly Sales Trail 1953 by 13%

WASHINGTON, April 8—Department store sales in the U. S. continued to lag badly behind 1953 figures during the week ended April 3 when a 13% drop was reported by the Federal Reserve Board.

Board officials, however, said a true sales picture cannot be obtained until after Easter because the holiday is two weeks later than last year.

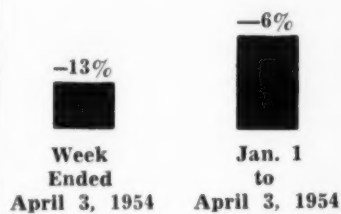
The April 3 week was the sixth consecutive week that sales have lagged behind 1953, and during the

Akron	-17	-20	Atlanta District	-3	-7	Minneapolis District	-9	-14	Fort Worth	-11	-12
Cincinnati	-19	-9	Metropolitan Areas	-4	-23	Minneapolis-St. Paul	*	*	Houston	-12	-20
Cleveland	-19	-16	Birmingham	-4	-23	Minneapolis City	-9	-14	San Antonio	-42	-2
Columbus	-11	-6	Jacksonville	-15	-8	St. Paul City	*	*	San Francisco District	-10	-14
Toledo	-13	-13	Miami	-7	-8	Cities			Metropolitan Areas		
Erie	-20	-14	Atlanta	-2	-2	Duluth-Superior	r-15	-21	Los Angeles	-9	-14
Pittsburgh	*	*	Augusta	-6	-7	Kansas City District	r-15	-11	Downtown Los Angeles	-11	-18
Richmond District	-14	-9	New Orleans	+9	+6	Metropolitan Areas			Westside Los Angeles	-7	-15
Metropolitan Areas			Nashville	-13	-20	Denver	-12	-12	San Diego	-19	-21
Washington	r-14	+1	Chicago District	r-13	-11	Topeka	-15	-19	San Francisco-Oakland	-11	-13
Downtown Washington	r-14	-2	Metropolitan Areas			Wichita	r-18	-21	San Francisco City	-10	-10
Baltimore	-12	-16	Chicago	-11	-10	St. Joseph	-8	-19	Oakland City	-11	-21
Richmond	-17	-15	Indianapolis	-19	-13	Albuquerque	-20	-34	San Jose	-13	-8
			Detroit	-21	-11	Oklahoma City	-20	+9	Portland	-5	-12
			Milwaukee	-15	-7	Tulsa	-21	+5	Salt Lake City	-10	-24
			St. Louis District	-12	-17	City			Seattle	-8	-7
			Metropolitan Areas			Kansas City	r-14	-17	Spokane	-15	-13
			Little Rock	-9	-14	Dallas District	-19	-11	Tacoma	-7	-7
			Louisville	-15	-18	Metropolitan Areas					
			St. Louis	-11	-17	Dallas	-13	-8			
			Memphis	-12	-11	El Paso	-30	-2			

r-Revised.
*Data not available.

Department Store Sales Barometer

Change from 1953



period every district in the nation has consistently reported a decline.

■ According to the board, sales declines for the April 3 week ranged from 8% in the New York and Philadelphia districts to 19% in the San Francisco district.

Unseasonably cold weather and snow were blamed for at least some of the lag in sales, and purchases of spring wearing apparel were down especially in the Midwest and East.

Merchants are not yet overly optimistic about the effect of excise tax reductions. They did report, however, that luggage, jewelry and major appliances are selling better than at the start of the year.

Over-all department store sales from Jan. 1 to April 3 were 6% behind the corresponding period of 1953.

Federal Reserve District, Area, and City	% Change from '53	
	Week Ended Mar.	Mar.
UNITED STATES	-13	-11
Boston District	-11	-13
Metropolitan Areas		
Boston	-9	-13
Downtown Boston	-15	-14
Cambridge	+20	-15
Lowell-Lawrence	-13	-19
Cities		
Springfield	-10	-5
Providence	-31	-23
New York District	-11	-3
Metropolitan Areas		
Buffalo	r-12	-18
Rochester	-8	-12
Syracuse	r-12	-14
Cities		
New York	r-11	0
Newark	-16	+5
Philadelphia District	r-15	-21
City		
Philadelphia	-16	-21
Cleveland District	r-18	-13
Metropolitan Areas		

We Get Some, Too

Millions of people come to Florida every year.

Mostly they follow the horses and the water and the bathing beauties.

Well, some people are different.

The older crowd who stay longer—many of whom have homes here—come to Central Florida. It is quieter, more picturesque.

The orange groves with their perfumery blossoms are beautiful in the spring.

They also produce big profits, which our people spend on good living.

Orlando Sentinel-Star

Orlando, Florida

Nat. Rep. Burke, Kulpers & Mahoney



This Is Industrial Advertising's Big Year. New York Conference Speakers Agree

(Continued from Page 2)

"Management, particularly in industrial manufacturing," Mr. Winslow said, "has a greater struggle and has to do more grouping when dealing with advertising problems than it has with any other phase of business. The whole realm of advertising presents a host of problems which seem to defy clear definition.

"The first great need," he said,

"is to make the intangibles tangible by building on a solid foundation of facts. All too often we have seen advertising dollars wasted under the influence of guess work, hunches, pet ideas, prejudices—influences that thrive on ignorance of the facts."

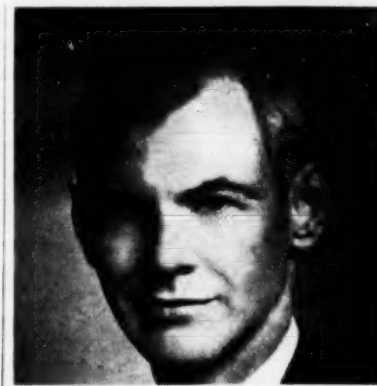
On the importance of product knowledge, Mr. Winslow advocated that industrial ad agencies increase their effectiveness by

placing more emphasis on acquiring detailed knowledge of the product and the everyday problems of selling it.

■ "Another great opportunity for industrial advertising," Mr. Winslow said, "lies in the development of dynamic merchandising programs. I did not have the opportunity of hearing G. D. Crain Jr., president of Advertising Publications Inc., speak on merchandising before you in February, but I read with a great deal of interest what he had to say (AA, Feb. 8).

"He pointed out that the brains of the industrial advertising and marketing field have an opportunity not presented for well over a decade to demonstrate the meaning of modern merchandising in the great industrial markets of the U. S.

"I think that Mr. Crain is absolutely right," Mr. Winslow said. "Most industrial manufacturers have lagged behind consumer goods concerns in developing merchandising programs. The industrial advertising manager has a wonderful opportunity to single



JACK WALTERS has been named an account executive of Bonsib Advertising Agency, Fort Wayne. Mr. Walters formerly headed his own television producing company, Jack Walters & Associates, Chicago.

out a dramatic idea around which to build an entire program which has power to stimulate all of the selling and marketing activities of the company."

During a session on merchandising, Ralph D. Mount, manager of distributor sales, Bassick Co., Bridgeport, Conn., said that an advertising schedule must be merchandised among the company's salesmen, the distributors' salesmen and key management people. His company sends out ad kits to salesmen with tie-in details. Advertising, he said, is a vital sales tool that salesmen must learn to use more effectively.

Screen Gems Adds Markets

International Metal Products Corp., Phoenix, has bought the film drama, "Your All-Star Theater," in six western markets. This program, originally produced by Screen Gems as the "Ford Theater," will be first-run in some markets and re-runs in others.

'Life' Promotes Kip Kelley

Kip Kelley, formerly automotive merchandising manager for Life, New York, has been named manager of all hard goods merchandising for the magazine. He joined Time Inc. in 1951 as a retail sales promotion representative in Chicago.

Joins Hollingbery Co.

George Gilbreath, formerly with KVET, Austin, has been added to the tv sales staff of George P. Hollingbery Co., New York radio-tv station representative.

Want to be a hero?

Send for CBS Radio Spot Sales!

We're stationed in the right places to help you take quick, decisive action. For in fourteen of your richest major markets the station we represent is first on the scene.

First every time, too! Month after month, throughout all of 1952 and 1953, each of these fourteen CBS Radio stations delivered the largest average share of audience in its market. And still does.

What's more, the increase in radio homes in these fourteen areas is phenomenal—25 per cent since 1947. And in these fourteen markets alone, well over two and a half million

new radios (excluding auto sets) were sold last year—a 20.5 per cent jump over the preceding year.

Want to come through in a blaze of glory and reap a hero's reward? Just put in a call to CBS Radio Spot Sales for choice availabilities on the fourteen top-rung stations we represent. You'll be glad you did!

CBS RADIO SPOT SALES

Representing: WCBS, New York
WBBM, Chicago—KNX, Los Angeles—WCAU,
Philadelphia—WTOP, Washington—WBT, Charlotte
WCCO, Minneapolis-St. Paul—KMOX, St. Louis
KCBS, San Francisco—KSL, Salt Lake City
WRVA, Richmond—WAPI, Birmingham—WEEI,
Boston—WMBR, Jacksonville—The Columbia
Pacific and the Bonneville Radio Networks



**STEP UP
IMPACT AND
YOU STEP UP
SALES!**

All your advertising hits harder—sells harder—when you use DAY-GLO® Daylight Fluorescent Colors—the Brightest Colors in the World. Ask us about the 8 wonderful ways to use them.

BE BRIGHT—USE DAY-GLO®

SWITZER BROS., INC.
FIRST NAME IN FLUORESCENT COLORS
4732 St. Clair Ave. • Cleveland 3, Ohio
IN CANADA: STANDARD SALES COMPANY
4097 Madison Avenue, Montreal 28, Quebec



'Things Are Different Now,' Wood Warns Brewers; Advertising Needs to Be Improved

LAS VEGAS, April 6—Brewers who are wasteful and inefficient with their advertising are going to fall by the wayside in the current financial readjustment.

Albert J. Wood, president, A. J. Wood & Co., national market research company with executive offices in Philadelphia, last week told the Brewers Assn. of America here: "A few years ago business was good enough so that if you did not improve your advertising efficiency you still could come out ahead. Now the situation has changed."

Those who apply modern merchandising evaluation techniques will forge ahead even though business is not as good as it has been, he promised.

Mr. Wood warned brewers that even though they have an advertising manager or a new advertising agency, they are not relieved of

the responsibilities of planning an effective advertising campaign.

■ "If the advertising is wasted, it is your loss," Mr. Wood said. "If it is effective, it is your gain."

He cautioned the brewers to see that their advertising is checked and measured, and warned them against campaigns "built up on the basis of somebody's hunch."

The speaker also warned against changing campaigns to match competitors, pointing out that often changes "are inspired by boredom and the desire to spend the new appropriation on new material." Often changes in sales figures encourage changes in advertising.

"Naturally," he added, "this is not a sound approach to creating new advertising. You certainly wouldn't change your beer on the basis of a whim or a hunch without careful evaluation of your present product and careful development of a new product."

■ Mr. Wood urged the brewers to evaluate their old campaigns and the requirements of the local market areas before planning new drives.

"The targets and specific objectives must be outlined, and then the necessary themes should be developed by determination of the things which will influence consumers in their buying behavior," he said. "The final copy must use these themes in coordinated, consistent, integrated fashion."

The speaker warned that many brewers were wasting half of their advertising dollars.

"Most brewers are perfectly willing to change their advertising," he stated. "However, they do it by hit or miss, trial and error, by imitation of others, and by intuition rather than by the scientific procedures which are available."

Mr. Wood took advertising agencies to task for not setting out to achieve a specific goal for their clients. He urged agencies also to stop imitating and to be more original in planning campaigns.

Federal Court Rules Against GE Price Fixing, Monopolies

An antitrust suit filed in 1942 against General Electric Co. and its foreign subsidiary, charging price fixing and monopoly of fluorescent lighting, has been settled with the entry of a consent judgment in New Jersey federal district court.

GE has agreed to abandon domestic and foreign trade restricting agreements and to refrain from entering any plan for price fixing and limiting of production. Negotiations for orders affecting Westinghouse Electric Corp. and other companies involved have not been completed as yet.

Kirscht to Hines-Park Foods

Edward M. Kirscht, formerly sales representative of Pepperidge Farm Inc., Norwalk, Conn., has been appointed merchandising director of the bakery products division of Hines-Park Foods, Ithaca, N. Y., franchiser of Duncan Hines food products.

NEW BERN

NORTH CAROLINA

New Bern is the buying center of Craven County's—

\$52,127,000

effective buying income. The Sun-Journal, New Bern's only newspaper will cooperate in building sales for you.

REQUEST MORE FACTS—ADVERTISE IN NEW BERN
Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices
in all principal advertising centers

KANSAS CITY—

Outstanding Buying Power!

In buying power Kansas City outranks even its high population status. Eighteenth in population, the Kansas City Metropolitan area is 15th in retail sales (\$1,073,581,000), 11th in wholesale sales (\$3,805,882,000), 9th in bank clearings (\$18,446,675,265), 12th in retail drug sales (\$56,263,000), 15th in automotive sales (\$190,963,000)—quality of market 20% above national average.

4-County Coverage!
THE KANSAS CITY STAR
blankets the 4-county Kansas City metropolitan area, including four major urban communities—Kansas City, Mo., Kansas City, Kan., Independence, Mo., and North Kansas City, Mo.

THE KANSAS CITY STAR

Kansas City
1729 Grand Ave.
HARRISON 1200

Chicago
202 S. State St.
WEBSTER 9-0532

New York
15 E. 40th St.
Murray Hill 3-6161



For your special pleasure try this special shape

Many a man has decided that the distinguished...
 This lovely companion...
 Try these today...
 only...
 ...

Dutch Masters



HAT BAND—Consolidated Cigar Sales Co. will wrap its Dutch Masters cigar bands around hats, baseball bats and women's waists in ads for its spring newspaper drive. Erwin, Wasey & Co. is the agency.

Cigar Bands Star in Latest Dutch Masters Campaign

NEW YORK, April 6—You'll be seeing a lot of the Dutch Masters cigar band beginning this week. That's when Consolidated Cigar Sales Co. starts its "most extensive" drive in years.

Consolidated will use 400- and 600-line insertions in Sunday newspaper sport pages. About 53 newspapers are scheduled. Daily papers will also be used, "where necessary."

■ An accordion-like brochure containing reprints of the ads has been prepared for showing to cigar dealers. In addition, salesmen have been given a leather money clip which bears a gold reproduction of the Dutch Masters band and the slogan, "Your guarantee of richer smoking pleasure."

The clip contains "money" on which is printed the story of the cigar promotion. Each retailer gets one of these "bills."

In announcing the drive to be handled by Erwin, Wasey & Co., John F. Des Reis, president of Consolidated, said that since 1953 sales were the largest in Consolidated's history, it would continue using large space in newspapers.

Three Agencies Form Co-op

Three San Francisco agencies have formed a cooperative advertising and public relations organization with offices at 681 Market St., San Francisco. Principals in the merger are Ross C. Marble Advertising, specializing in industrial advertising and photography; John M. Gallagher Advertising Agency, specializing in television, radio, direct mail, mail order and consumer advertising, and J. H. Hornell, which handles public relations accounts and also represents Kudner Agency, New York. Each agency will retain its name and its own accounts.

Saunders, Shroat Names Two

Saunders, Shroat & Associates, Chicago, has appointed Don C. Dahms, formerly production supervisor of Leo Burnett Co., production manager, and Edna G. Steinhauer, previously account executive assistant of Simmonds & Simmonds, Chicago, office coordinator.

PATERSON
NEW JERSEY

3rd City in New Jersey Covered With THE PATERSON CALL

In 1952 the Morning Call carried more than 6,594,000 lines of local advertising. Department Stores and national chain food companies know, from long experience, the people of Paterson read and are influenced by their advertising in the Call.

REQUEST MORE FACTS—ADVERTISE IN THE CALL
Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers

'Time' Promotes Gundy; 'Life' Boosts Chadwick

Bradley B. Gundy, Toronto advertising manager of *Time International*, has been promoted to Canadian advertising manager for *Time International*, a new post. John S. Bootle, previously a member of the Toronto sales staff, has been named to succeed Mr. Gundy.

Arthur H. Chadwick, formerly an advertising salesman for *Life*, has been promoted to manager of food and drug merchandising.

Gardner Appoints Four

Gardner Advertising Co., St. Louis, has appointed James F. Simons, formerly manager of the Nashville branch of Griswold-Eshleman Co., account manager, and Joseph W. Durber, previously with Maxon Inc., Detroit, an account executive. Charles B. Shank has been named copy group supervisor and C. Theodore Weeks, assistant to the merchandising director.



Eleventh in a Series of Tributes to American Advertising

From J. W. Clement Co.
full page, four-color advertisement appearing in *Fortune*

120,000 BOOKS
...in the time it took GLUE to DRY

Advertising Manager
W. C. THOMAS
J. W. Clement Co.

Production Manager
ROBERT SCHIMPF
Baldwin, Bowers and Strachan, Inc.

Art Director
PETER VAN SCOZZA
Baldwin, Bowers and Strachan, Inc.

ENGRAVINGS

QUALITY CONTROLLED TO PUBLICATION STANDARDS

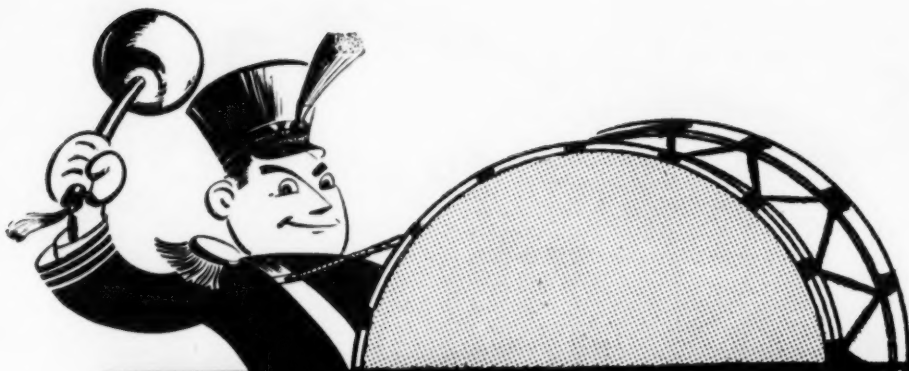


- black & white
- color process for letterpress
- color offset reproduction

JAHN & OLLIER ENGRAVING COMPANY

Chicago's largest fine photoengraving plant...

817 West Washington Blvd., Chicago 7 • MOnroe 6-7080



It's Your Outstanding Promotional Opportunity



RICHARD A. SPEER has joined the Detroit sales office of O'Mara & Ormsbee Inc., newspaper representative. Mr. Speer formerly was assistant advertising manager of the Dodge division of Chrysler Corp., Detroit.

Privette Joins 'Evening Herald'

Dean A. Privette, formerly with the advertising department of the *Citizen-Times*, Asheville, N. C., has joined the advertising staff of the *Evening Herald*, Rock Hill, S. C.

Wow! What a Feed!

SALT LAKE CITY, April 6 —Salt Lake City's 40 year old Grabeteria, with a normal capacity of 85 who grab a bite to eat either standing up or seated at a counter, promoted a "Good Old Days" menu and closed a hectic day after serving 5,840 customers.

Specials included chili, meat pies, beef sandwiches and the like at 10¢, and coffee, hot dogs, pie and similar items at a nickel. According to owner Robert B. Herzog, bargain-hunting eaters consumed 450 pounds of hot dogs, 2,500 meat pies, 600 pounds of chili beans and 800 pounds of beef.

Sale was promoted with tv spots and newspaper ads, while local color was taken care of with a barbershop quartet singing on the sidewalk and a 1913 Cadillac parked out front. Despite drastically cut prices, Mr. Herzog estimates he had a net loss of only \$100, which he considers money well spent.



Buck-up Your Canadian Sales

YOU'LL GET A GOOD RIDE FOR EVERY ADVERTISING DOLLAR INVESTED IN

CALGARY



THE 7 SOUTHAM NEWSPAPERS

The Ottawa Citizen
The Hamilton Spectator
The Winnipeg Tribune
The Medicine Hat News
The Edmonton Journal
The Calgary Herald
The Vancouver Province

If you are "saddled" with the problem of increasing Canadian sales investigate the potentials of Calgary's fast growing market.

Calgary, financial centre of Alberta's oil development and the resultant industrial expansion is providing steady employment at higher than average income to thousands of workers.

There are 365,448 persons in the city and retail trading zone sharing in Calgary's prosperity and Alberta's estimated 800 million dollar 1953 agricultural crop.

For full particulars of this prosperous market please communicate with our representatives, Conklin and Woodward, 99 Park Avenue, New York 16, N. Y. or any of their branches at Detroit, Chicago, Atlanta, Los Angeles and San Francisco.

THE CALGARY HERALD
ONE OF THE SEVEN SOUTHAM NEWSPAPERS OF CANADA

Three to Repeat Joint Ad

T. Baumritter Co., Devoe & Reynolds Co., both New York, and Artloom Carpet Co., Philadelphia, have combined for a three-page full-color promotion in the May issue of *Living for Young Homemakers*. Featuring Artloom carpets, Ethan Allen furniture and Decor-matic wall paints, the campaign is on the theme, "Your three keys to a beautiful new room." Baumritter is also running a display contest in connection with the promotion. The three agencies involved are Alfred Auerbach Associates, J. Walter Thompson Co. and Robert B. Grady Co., respectively.

A&P Drops Magazine Test

Great Atlantic & Pacific Tea Co., which began testing sale of comics books in its retail stores about two years ago, has discontinued the experiment. None of the A&P stores will handle comics or other magazines in the future except *Woman's Day*, an A&P subsidiary. Magazines are unprofitable and have interfered with the company's primary business, taking space which could be better utilized for food, according to A&P. The chain will continue to handle other non-food items which prove profitable.

Mel Most Directs Rum PR

The rum promotion division of the Puerto Rican Economic Development Administration has named Mel Most as mainland director of public relations and publicity, with an office at 600 Fifth Ave., New York. Mr. Most has been associated with Siebert, Boehmert & Hutton, Chicago.

In PEORIA It's the JOURNAL STAR

O. C. Summers
Nat'l Adv. Mgr.
says:

• **TEST and SELL IT** in the \$600 Million Market at **ONE LOW COST!**

• Metropolitan Peoria Ranks High in the 250,000 to 400,000 pop. group —
28th in **POPULATION** . . . 3rd in **BUYING INCOME** (Per Capita)
• **MAJOR ILLINOIS MARKET** . . . 2nd ONLY TO CHICAGO

WRITE FOR YOUR NEW PEORIA AREA FACT FOLDER
Nationally Represented by



WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers



ARF, Civil Defense, Radio-TV Nets Join in Survey of Number of Radio-TV Sets in U. S.

NEW YORK, April 6—The Advertising Research Foundation has completed plans for a nationwide study to determine the number of radio sets and the number of tv sets in working order in U.S. households, the rooms in which they are located and the number of family automobiles with radios.

Field work for the survey, which will be supervised and validated by the ARF, will be done by Alfred Politz Research. The survey will be conducted with the cooperation of the Federal Civil Defense Administration. This group not only needs information on the number of television and radio sets and their location, it also wants to find out what the public knows about Civil Defense's plans for the use of radio in a national emergency. Two basic questions will be included in the questionnaire to ascertain the data needed

by the Civil Defense Administration.

■ Expected to cost about \$80,000, this project is being underwritten by the Broadcast Advertising Bureau and the radio-tv networks of American Broadcasting Co., Columbia Broadcasting System, National Broadcasting Co. and the radio chain, Mutual Broadcasting System. Findings are expected to be released in mid-summer.

The blue print for the study—its objectives, scope and design—was worked out by the ARF technical committee headed by Arno H. Johnson, v.p. and media director of J. Walter Thompson Co. The project will be supervised by a committee of which Harper Carraire, research director of CBS Radio, is head. Some 10,000 interviews will be made on a nationwide probability sample of households.

ARF said the general purpose of the study is "to develop information about various phases of radio set ownership which have not as yet been thoroughly explored."

■ Data on the number and room location of household radio sets will be broken down by:

"1. At least four but not more than five geographical units.

"2. Metropolitan areas, non-metropolitan urban places and non-metropolitan rural places.

"3. Television and non-tv homes.

"4. Economic quartiles."

Radios will be classified according to type, with an effort being made to find out those that get am programs only, fm programs only or both. The count will cover radios in "buildings or structures connected with or adjacent to the occupied dwellings—such as barns, garages, open porches, terraces, etc." Also included will be the family automobile—passenger cars, station wagons and other vehicles—radio sets in working order.

■ There had been some discussion of including the out-of-home sets in hotels, garages, taxis, industrial plants, etc., but it was decided to go ahead with the household count now and save this bigger, more difficult and expensive project till later.

For television, the study will seek to show the number of sets equipped to receive v.h.f. only, the number equipped to receive u.h.f. only and the number of sets that can pick up both high and low-band stations. The phrase "working order" will be interpreted to mean a radio or tv set that can pick up a program—if plugged in to electricity—at the time of the interview.

Rodale Press Promotes Two

Rodale Press Inc., Emmaus, Pa., has promoted John A. Hayward, formerly assistant advertising manager, to advertising manager. John B. Ceccherelli, formerly manager of advertising administration and production, has been promoted to business manager for advertising.

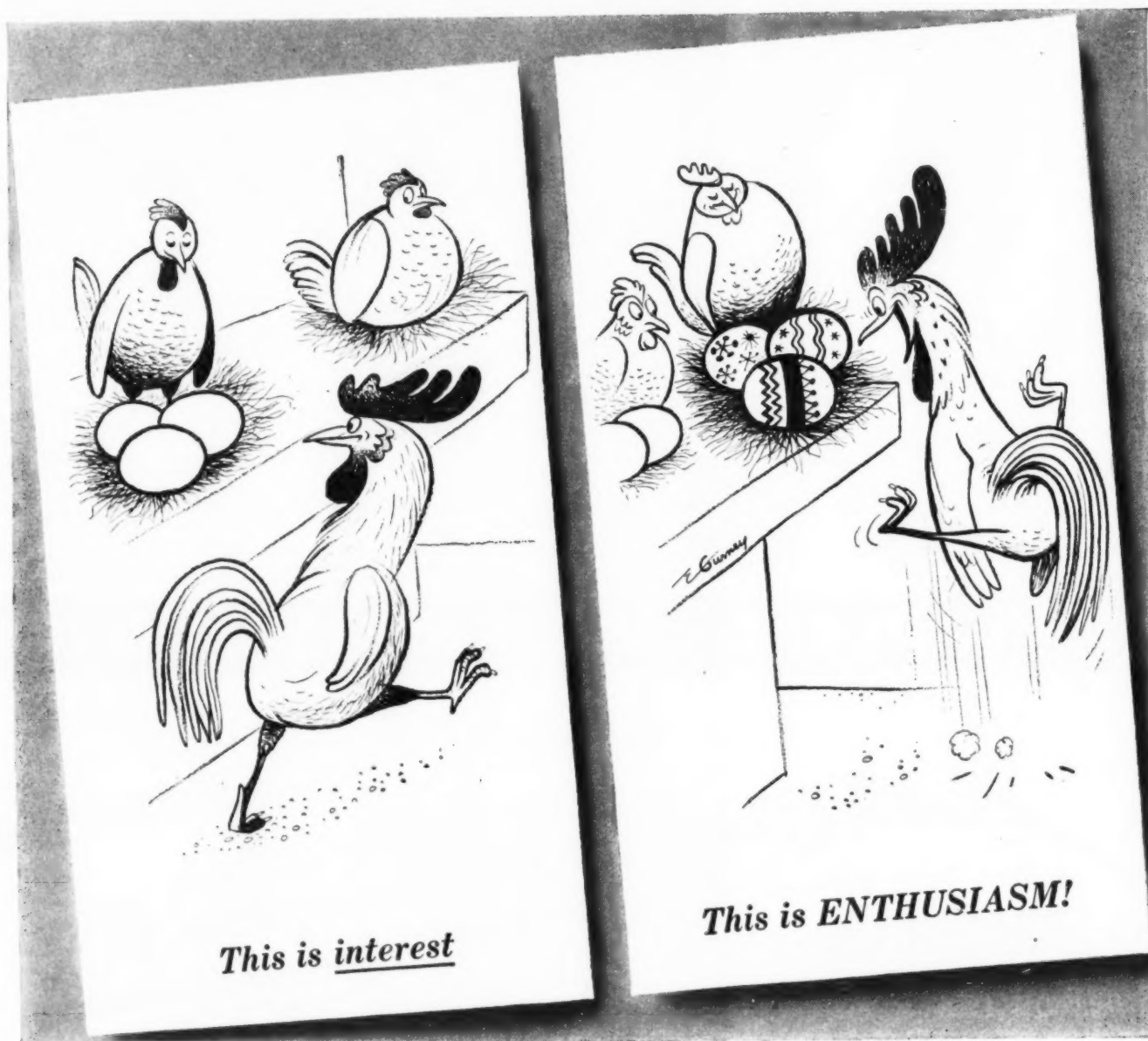
Business Is Better Than Ever . . . in

ROCKY MOUNT NORTH CAROLINA

Per capita food sales—\$315.09, more than double the State average.
Per capita Drug sales—\$46.14, more than double the State average.
One of the nine largest cities in the State. Sell in this rich market through advertising in one medium offering complete coverage.

THE TELEGRAM
Evening and Sunday
Write for new market data folder now available.
Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers.



The American Weekly creates **ENTHUSIASM***

Want Grade "A" results from your advertising dollars?

Use The AMERICAN WEEKLY. This sparkling Sunday magazine inspires red-hot buying enthusiasm among more than 9 million 600 thousand families each week.

The
AMERICAN WEEKLY

***ENTHUSIASM** is interest raised to the buying pitch!



JUST THE BEST—McKesson & Robbins is introducing Old Jim Gore bonded bourbon with the slogan, "Best in the World." Old Jim comes in a buckskin bag as shown in this display piece being offered to dealers. Erwin, Wasey & Co., the agency, has scheduled b&w ads in Newsweek and Time, and full-color in U. S. News & World Report.

\$687,000 Budget Approved by BAB

NEW YORK, April 6—Broadcast Advertising Bureau will have a record budget with which to promote radio during the fiscal year which started April 1.

An ad fund of \$687,000 has been appropriated for the year; this compares with last year's budget of \$645,000. BAB has its sights on \$800,000 as an annual budget by March, 1955.

The bureau's board of directors also voted to:

1. Offer a limited BAB service in Canadian stations.
2. Participate in the Advertising Foundation-Politz census of household and automobile radio sets (see story on Page 50). BAB will pay one-third of the cost of this \$80,000 survey.
3. Launch a concerted membership drive to get more stations on BAB rolls.
4. Hold a series of 37 area sales clinics beginning in June with participation limited to BAB member stations.

■ Kevin B. Sweeney, president of the bureau, said the BAB's major objectives for the coming year are:

- (1) To continue the "encirclement" of the principal sources of local business;
- (2) to attack the roadblocks to selling radio nationally;
- (3) to complete the campaign to sell nighttime radio, and
- (4) to upgrade the caliber of radio salesmanship.

Mr. Sweeney said five stores in major cities are now involved in radio-versus-other media tests. He called for research on the out-of-living-room audience and radio's sales effectiveness and the whipping up of enthusiasm for the medium among national advertisers' field forces as a means of getting an increased share of the national advertiser's dollar for radio this year.

Sholes Joins Donahue & Coe
Richard Sholes, free lance writer, has joined the copy staff of Donahue & Coe, New York.

SALISBURY
NORTH CAROLINA
-NEWSPAPER
-MARKET
-COST
The Salisbury Post
Nothing Counts but Results
Nationally Represented by
WARD-GRIFFITH CO.
The Ward Griffith Co. maintains offices in all principal advertising centers.

Slates \$1,000,000 Spring Drive
Burlington Mills Corp., New York, has launched its second \$1,000,000 spring advertising campaign, "the most ambitious and intensive nationwide program of its kind within the hosiery industry," for Bur-Mil Cameo hosiery. The promotion covers 87 markets in 29 states, concentrating on local media, including television, radio, car and bus signs, newspapers and a cooperative program. Donahue & Coe, New York, is the agency.

'Digest' Appoints Smith
Charles H. Smith, formerly with the sales staff of *Woman's Home Companion*, has joined the sales staff of *Reader's Digest International Editions*, Chicago, as assistant to Andrew J. Conduit, western sales manager.

Account Names Sackheim
Ben Sackheim Inc., New York, has been named to handle advertising for Southern Electronics Corp., Burbank, Cal.

Monsanto Promotes Graham
Monsanto Chemical Co., St. Louis, has promoted Thomas E. Graham to assistant sales manager of its household products section. He has been with the company since January.

B of A Appoints Kilcheski
Frank Kilcheski has been promoted from retail promotion and

publicity manager to the chain store sales staff of the Bureau of Advertising, New York.

Sweet Elects Brown V. P.
G. F. Sweet & Co., Hartford, Conn., agency, has elected James C. Brown, formerly secretary, a v.p. He has been a director since the agency was founded four years ago.

Simonson Joins Pool Co.
David C. Simonson, formerly promotion manager of Colony Publications, has joined American Pool Co., Briarcliff, N. Y., as promotion and advertising manager. The company plans a campaign this spring on swimming pool equipment, supplies and filters, using newspapers and business publications.



THIS IS "BOB" FREDRICKSON — (Another W-G Salesman)

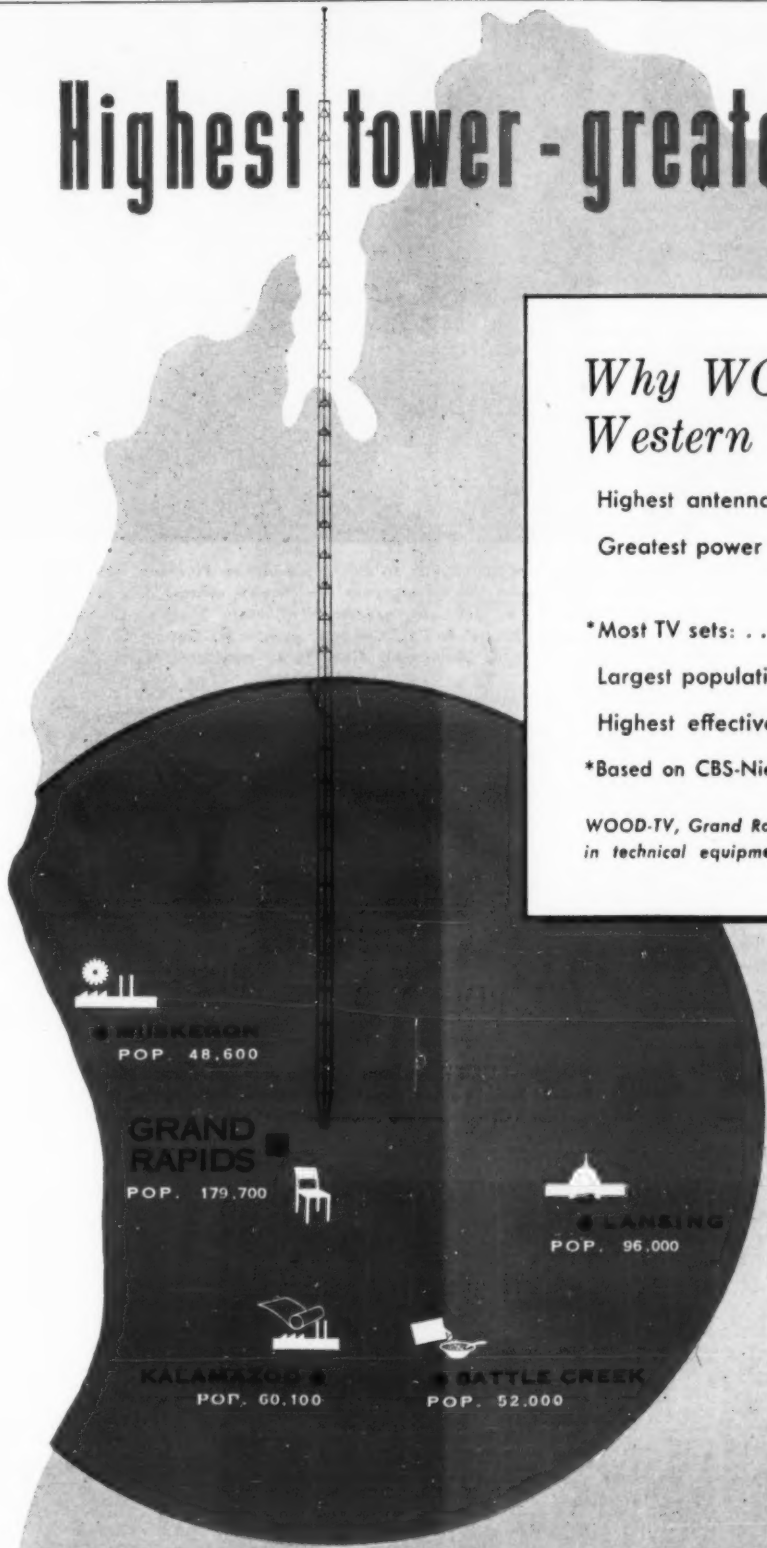
Robert A. "Bob" Fredrickson joined our company after two and one half years experience in the media department of one of Chicago's largest advertising agencies. His previous experience was in the sales training program of the Standard Oil Co. After attending Northwestern University, where he majored in advertising, "Bob" served two and one half years with the Navy in the Pacific Theatre. "Bob" Fredrickson is a friendly, very thorough salesman with an engaging personality. He, or any of our salesmen, will enthusiastically work with you in developing maximum returns from your advertising. Newspaper advertising gets results. Advertise in newspapers.

Please note individual advertisements of our newspapers throughout this issue.

WARD-GRIFFITH CO.
DAILY NEWSPAPER REPRESENTATIVES

Park Lexington Building	Plaza 5-7028	NEW YORK
Wrigley Building	Superior 7-2485	CHICAGO
General Motors Building	Trinity 3-6385	DETROIT
Statler Office Building	Liberty 2-5689	BOSTON
22 Marietta Street	Walnut 1231	ATLANTA
318 Addison Building	5-8020	CHARLOTTE
Russ Building	Yukon 2-2-6028	SAN FRANCISCO
Lincoln Liberty Building	Locust 7-4279	PHILADELPHIA

Highest tower - greatest power!



Why WOOD-TV dominates Western Michigan:

- Highest antenna 1,000' above average terrain
- Greatest power 316,000 watts video
158,000 watts audio
- *Most TV sets: 416,580
- Largest population: 2,000,000
- Highest effective buying income: . . . \$2,835,863,000
- *Based on CBS-Nielson Television Ownership Report 11/1/53

WOOD-TV, Grand Rapids only television station, offers you the best in technical equipment, plus top local and network programming.



WOOD-TV
GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company

NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY. ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

PHOTOGRAPHIC REVIEW



TIME-HONORED—Roger W. Clipp (center), general manager of WFIL and WFIL-TV, Philadelphia, joins two other veteran employees in celebrating the 32nd anniversary of the station with a birthday cake. At left is Max E. Solomon, WFIL-TV account exec who has been with the broadcasting outlet for 22 years; at right is Hal Simand, WFIL account executive who has been with WFIL since its start.



SPRING ANGLER—What Branson Reel Co. calls "reel news" is this four-color page scheduled for the May 8 issue of The Saturday Evening Post. According to the Indianapolis company, it's the first full-color consumer ad run by a fishing reel manufacturer. Keeling & Co., Indianapolis, is the agency.



POPPI ATTRACTIONS—In addition to a lot of beautiful displays, visitors to the Point of Purchase Advertising Institute meeting in New York were treated to a chance on a Polaroid Land camera in the treasure chest at left, administered by showgirl Mabel Rea, and a glimpse of Miss Vue More, who turned prettily about at the Brevel Products Corp. exhibit to demonstrate rotating display stands. Miss Vue More is model Marge Schroeder; her helper is Robert Soman, president of Brevel Products Corp.



GABFEST—Jacqueline Cochran (right), famous aviatrix and cosmetics manufacturer, stops for a chat with Gladys Webster, women's commentator for WCAU, Philadelphia, at an annual celebration of the Philadelphia Club of Advertising Women. At left is Joseph L. Tinney, exec. v.p. of WCAU and former president of the Poor Richard Club. Miss Webster attended the party in a wheel chair, having suffered a broken leg recently.



POPPI PEERS—Ready to run the Point of Purchase Advertising Institute for the coming year are its new officers (left to right): Norton B. Jackson, executive director; Stanley L. Wessel, Stanley Wessel & Co., Chicago, exec. v.p.; Donald S. Hutchinson, Lutz & Sheinkman, New York, president; Harry Fenster,

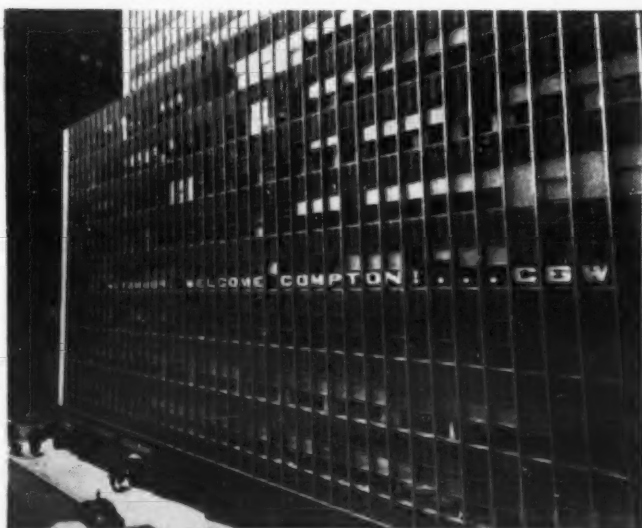
I. Fenster & Sons, Brooklyn, treasurer; Alexander Haft, Haft & Sons, Brooklyn, 2nd v.p.; Paul Godell, Arvey Corp., Chicago, western v.p., and William L. Stensgaard, W. L. Stensgaard & Associates, Chicago, outgoing president and chairman of Poppi's board of directors.



NOTHING LIKE IT—A happy young man on a pogo stick bears down on a bottle of Rainier beer in a new showing for Rainier Brewing Co. in 239 markets in Washington, Oregon, Idaho and Montana. Miller & Co., Seattle, is the agency.



RUSSELL C. JAENKE has been elected exec. v.p. of Penton Publishing Co., Cleveland. Frank O. Rice has been named v.p.



NICE MOVE—When Compton Advertising moved into its new offices at 261 Madison Ave., New York, Cunningham & Walsh, across the street at 260 Madison, sent out this block-long greeting from its windows: "Hi Neighbor! Welcome Compton! ... C&W." Not to be outdone and mindful of Cunningham's Chesterfield account, Compton came back with a thank-you note in its windows, "C&W, You Satisfy!!!" The man from Cunningham & Walsh also brought over several cases of beer,



along with fruit and flowers, to Compton as a neighborly gesture.



WEST COAST ARTISTS—This serious group is composed of the new officers of San Francisco's Art Directors Club. Left to right are Ettore Firenze, Brisacher, Wheeler & Staff, 1st v.p.; Frederick J. Herschleb, McCann-Erickson, secretary; Robert Freeman, Charles R. Stuart Advertising, president; Walter Warde, Foster & Kleiser Co., treasurer, and Guy Street, Schmidt Lithograph Co., 2nd v.p.

The Industry Magazine



MAGAZINE "B"

HARDWARE RETAILER



...Hardware Retailer

LEADS

in

working circulation, and
the margin of superiority
is increasing steadily!!*

* Circulation to retailers and their sales people plus circulation to hardware jobbers and their customers.

HARDWARE
retailer

964 NORTH PENNSYLVANIA ST., INDIANAPOLIS 4, IND.

Largest Fund-Raising Agency Aims Big New Ad Program at the Churches

(Continued from Page 2)

tising program last summer, when it placed its first ads in non-church business papers. Before then the company had been advertising regularly in *Church Management*, and occasionally in *Christian Herald* and *Presbyterian Life*.

But its initial placement last June of b&w columns in *Banking*, *Harper's* and *U. S. News & World Report*, plus a half-page in *Fortune*, represented quite a promotional jump.

In advance of the occasion, Wells retained an advertising agency (Rogers & Smith, Chicago) and brought Joe Edwards in from field sales work to be ad manager. Mr. Edwards was formerly a v.p. of Erwin, Wasey & Co., and head of his own agency in Houston.

Since the big ad debut last June, Wells has added a large number of magazines—lay, clerical and organizational—to its schedule, including *The Atlantic*, *Bankers Monthly*, *Kiwanis Magazine*, *Lion Magazine*, *Newsweek* and *The Rotarian*. January of this year saw a peak of 21 publications scheduled, including a spread in *Fortune*. Two-color pages in the major church "trade" publications had become—and still are—standard.

Behind Wells' success statistics is a considerable amount of hard promotional effort, ranging from house organs to good will tours and free estimates. But at bottom, as with many another success story, stands the special product or service—in this case leadership in raising money in a classically bleak financial area.

Wells Organizations originated in a two-generation fund-raising dynasty—the Wells family. F. Herbert Wells, now chairman of



Lewis Wells F. H. Wells

the board, has been in the profession since 1911. Col. Wells, president and founder, was a Community Chest "specialist" prior to his wartime hitch in the Air Force.

Col. Wells founded the firm in Fort Worth in January, 1946, a year or so before its incorporation. At that time its clients included hospitals, YMCAs and other institutions (its first contract was raising \$1,000,000 for Texas Christian University, which Wells managed to get over-subscribed by 50%).

By 1951, however, Wells was devoting itself exclusively to the problem of funds for individual churches. Meanwhile, the headquarters had been moved to Wash-

ington; then, about a year ago it was shifted to Chicago.

Actually, Mr. Edwards told AA, Wells does no soliciting at all within the congregations. Instead, it sees itself as a "catalytic agent"—an organizer and stimulator of intra-church fund-raising activities. The Wells process works as follows:

1. First there is a "complimentary conference" with the prospect's minister and/or lay leaders. Here Wells give free advice on the church's fund-raising outlook, and also explains its own system.

2. Next comes a detailed estimate, based on a careful canvass of the church's resources. Backing this up is an actuary-like battery

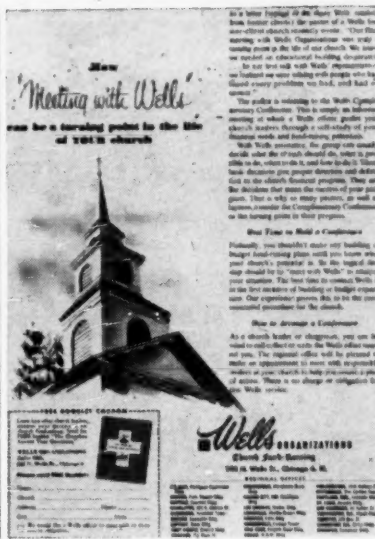
of probability statistics, varied according to size of congregation, past performance, etc.

According to Mr. Edwards, the Wells estimate is usually considerably higher than the church's. "Most churches don't think they can raise as much as they can," he said.

3. Finally, there is the actual fund-raising operation. Wells' function here is to provide a full-time director for 5-6 weeks. The director's job is essentially "how to do it." He locates the real church leadership, shows it how to start, and keeps it moving.

"We show them how to do it without high pressure and the consequent resentment and factionalism," Mr. Edwards explained.

Wells Organization also makes a big point of the fact that its fund-raising estimates are actually "insured objectives." This means that if the amount specified is not raised Wells will—free of charge—go back and conduct a follow-up



MEETING WITH WELLS—Diffidence and suspicion of professionals stimulates ads like this one on Wells' "Complimentary Conference" to consider the church client's resources—and Wells' methods.

canvass, or as many as are needed to finish the job. To date, it adds, the firm has been "winning" 94% of its estimates first time around.

Along with its magazine schedule, Wells has already developed most of the elements of a full promotional system, including an elaborate ad-keying apparatus, periodic staff letters to merchandise the advertising to its staff, fund-raising articles by top Wells officials in clerical magazines, and a testimonial brochure in which satisfied church clients answer questions about the Wells service.

The brochure, which is merchandised through coupons in nearly all Wells ads, contains a number of client-raised questions which offer interesting suggestions as to the special problems of promotion in the church fund-raising field. Sample questions:

"We failed before, why not again?.. Is Wells high-pressure?.. Are Wells methods spiritually-

You can bid for



Use ONE .

TORONTO, CANADA

Capital City of Ontario—Canada's Richest Province—Having One-Third of Canada's Total Population and 42% of Retail Sales—Blanketed by the

TORONTO DAILY STAR

- 400,000 circulation (largest in Canada)
- 80% coverage of Toronto
- 50% coverage of 45 prosperous Ontario centers

SEND FOR OUR COMPLETE DETAILED MARKET FACTS
Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers

based?...Will the congregation accept the plan?...Do these values endure?"

Wells ads devote a lot of copy to answering these very questions, emphasizing such reassuring devices as the "complimentary conference," the "insured objective," etc. Above all, the emphasis is on low pressure and careful explanation to allay ministerial diffidence and suspicion of the professional.

■ Most important of all, is Wells Way, a sponsored magazine (Joe Edwards, editor) which carries the sub-title "International News-Magazine of Church Fund-Raising." Published roughly every 60 days, the publication has appeared only three times, starting last September. Yet it has attained a regular press run of 110,000 in the U. S. and Canada (Wells has a mailing list of some 55,000 churches)—and seems to have become a promotional ace, as well as a kind of forum for discussions of

church money matters. From the last issue alone, for example, Wells picked up 220 leads.

"Remember, these aren't leads for a \$200 appliance," Mr. Edwards cautioned AA. "Our fees start at \$4,000 and graduate up, depending on size of undertaking and number of families in the congregation.

"It's not an impulse purchase," he added.

■ This points to another Wells promotional characteristic—that "we're terrific long-distance phone users."

"There's too high a mortality in answering such important inquiries by mail," Mr. Edwards explained.

Response to the Wells Organizations' young ad program has also been "terrific," with replies coming in from Latin America and Great Britain to New Zealand and the Gold Coast. As a result, Wells now finds itself in the happy, if embarrassing, position of being oversold. This month the firm had to cut

Announcing New
1954 Table of Insured Objectives
WELLS INSURED BUILDING FUND CANVASSES

Amount	1-1000	1-1500	1-2000	1-2500	1-3000	1-3500	1-4000	1-4500	1-5000
1-1000	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-1500	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-2000	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-2500	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-3000	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-3500	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-4000	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-4500	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-5000	100%	100%	100%	100%	100%	100%	100%	100%	100%

MAIL COUPON TODAY

ORGANIZATIONS

INSURED FUND RAISING—Actuary-like table on fund-raising probabilities by size of church highlights this Wells Organizations two-color page scheduled for church "trade" periodicals.

its ad program way down, while it worked frantically to follow up leads already in view and "signed agreements" already signed. The Wells family trip across the Pacific is one such undertaking.

■ At present, the organization has cut back its ad schedule to a minimum of church papers, and only Fortune among the secular press. This is a temporary condition, however. The firm is now preparing a new ad budget, which appears to assume that before the end of this year the sales staff will be ready for a lot more leads.

Behind this assumption is one overriding factor: the enormous size of the market. Wells has only just entered the "Catholic field"—with canvasses run for two Catholic churches and a page ad prepared for the Catholic Directory. It is also just now preparing to approach the Jewish synagogues.

But even within the Protestant



PERRY CULP JR., formerly assistant director of public relations and director of industrial advertising of Long-Bell Lumber Co., Longview, Wash., has been appointed head of the Tacoma office of Cole & Weber.

sector where Wells made its start, the prospects are impressive. In Mr. Edwards' words:

"We think at least 30,000 churches in the U. S. alone should use ours or a similar service every year. All churches should use it every three or four years.

"This year—by far our best," he continued, "we will work with 1,000-1,200 churches. Last year, we served 303.

"You can see the possibilities," he added quietly.

Starts Vending Program

Canada Dry Ginger Ale Inc., New York, has launched a pilot program in the vending machine field for its bottled products. Primary purpose of the test program is to determine the rate of movement of ginger ale in comparison with other company flavors. Various makes of machines will be used, ranging in size from 55 to 240-bottle capacity. They will be located in selected cities across the country and will be installed in time for the summer season.

Harry Miller Appoints Two

Harry M. Miller Inc., Columbus agency, has appointed Douglas M. Berwick assistant account executive and William Groppenbacher to the copy staff. Mr. Berwick formerly was Columbus business information representative for Prentice-Hall Inc., New York, and Mr. Groppenbacher previously was a writer for another Columbus agency.

Lee Opens in San Francisco

Burns W. Lee Associates, Los Angeles public relations consultant, has opened a San Francisco office in the Pacific Bldg. to serve clients in the Bay Area. Co-partner Patrick O'Rourke will supervise the new office, which will service Lucky Lager Brewing Co., Monsanto Chemical Co., Goodyear Tire & Rubber Co. and Minute Maid Corp.

Gruen Watch Elects Ash V. P.

Maury Ash, assistant director of sales of Gruen Watch Co., Cincinnati, has been elected v.p. and director of sales.

DAYTONA BEACH FLORIDA

Population: (U. S. Post Office estimate) City Zone, now..... 63,096 Florida's Year 'Round Resort Covered By

DAYTONA BEACH NEWS-JOURNAL

1. Daytona Beach is an unusual test market; its thousands of visitors come from all over the U.S., Canada, Cuba and South America. Its Summer seasons now rival its Winters in tourist popularity.
2. Over \$98,723,000 effective buying income.
3. Over \$83,353,000 retail sales.
4. A quality market index of 127.
5. 1953 total advertising 15,275,865 lines.

SEND FOR OUR ADVERTISERS' MERCHANDISING PLAN Represented by V. J. Obsenauer Jr. in Jacksonville Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers

Sales... BY MARKETS

INDIVIDUALLY... SECTIONALLY... NATIONALLY

You can make your strong bid for sales in your biggest or weakest markets, or you can trump the lead where your competition is keenest.

You can put your chips on a pair of aces alone—Chicago and Detroit, or raise with a sure-thing four-of-a-kind in New York, San Francisco, Boston and Baltimore. When you need a big score to win you can lay down a meld of ten big cards in the fat-volume markets from coast-to-coast.

When you're playing for big stakes in sales, locally, nationally or sectionally, only PICTORIAL REVIEW among all important Sunday magazines provides this tremendous advantage for market-by-market flexibility.



Represented Nationally by
HEARST ADVERTISING SERVICE
959 Eighth Avenue, New York 19, N. Y.
Offices in Principal Cities

DISTRIBUTED WITH THE FOLLOWING HEARST SUNDAY NEWSPAPERS:—

- Los Angeles Examiner
- Seattle Post-Intelligencer
- Baltimore American
- Pittsburgh Sun-Telegraph
- Detroit Times
- Chicago American
- Milwaukee Sentinel
- New York Journal-American
- Boston Advertiser
- San Francisco Examiner

... SOME ... or ALL TEN

Elects Maurice Odquist V. P.
Cantrell & Cochrane Corp., New York, has elected Maurice V. Od-

ELIZABETH NEW JERSEY

One of the nation's top 50 industrial areas which is dominated by the

ELIZABETH DAILY JOURNAL

There are approximately 900 diversified industries in the Elizabeth Journal trade area who employ over 69,000 workers. Over 277 new industries have located in Elizabeth during the past 5 years.

Represented Nationally by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers

quist v.p. in charge of national sales of C&C Super soft drinks in cap-top cans. Formerly v.p. in charge of merchandising at Hilton & Riggio, Mr. Odquist recently joined the company as director of national sales promotion and merchandising.

Vulcain Watch to Getschal

Vulcain Watch Co., New York, has appointed Getschal Co., New York, to handle its advertising. Ben Sackheim Inc. is the previous agency.

Koppers Promotes Winslow

Koppers Co., Pittsburgh, has promoted Ralph Winslow, public relations manager since 1947, to the new position of v.p. of the public relations department.

TV Weather Reports Planned to Promote Lee All-Weather Hats in Fall Campaign

DANBURY, CONN., April 6—Frank H. Lee Co. is going to do something about the weather next fall.

In a campaign starting in September, the hat manufacturer will dip into television for the first time with local weather spots five nights a week in ten markets. The following month, *Collier's* and *Esquire* will start carrying a series of monthly pages for Lee, emphasizing weather conditions.

The point? All Lee hats are weather-proofed. The company's advertising, however, will not neglect the idea that "a Lee hat makes you look important."

In announcing its fall ad plans

at a three-day sales meeting here, Lee had Ernest H. Christie, chief meteorologist of the U. S. Weather Bureau, tell its representatives how to use the weather.

"Study how weather affects your particular operations," Mr. Christie suggested, and "find out what services are available from your local weather bureau." Then, he said, "Make plans to coordinate weather probabilities with your future operations."

Maybe this doesn't explain why more men are going hatless these days, but Mr. Christie said there is no evidence to support theories that the weather is changing. In

case they had been worrying about it, the hat sellers were told that there has been no indication that the earth is changing the tilt of its axis—which would be necessary if the Northern Hemisphere were to receive more solar energy.

After learning about the influence of weather conditions, the Lee representatives heard from Emanuel A. Korchnoy, v.p. in charge of sales, who declared that "real value, rather than price, is the first consideration of an overwhelming majority of men's wear customers today. Retailers who gear their sales efforts to this concept," he said, "can expect to increase volume by 10 to 15% this summer and fall."

Mr. Korchnoy reported that a survey of Lee's 3,000 dealers showed that the stores which have concentrated on consumers in the \$4,000-and-over income group are the ones which have been most successful during the first quarter of 1954.

"Fall business," Mr. Korchnoy predicted, "will be good for retailers who appeal to the true interest of American men and offer them merchandise that gives them real value."

The hatters' congress then heard from a research expert, Leo Cherne, of the Research Institute of America.

"Regardless of your standard of measurement," Mr. Cherne said, "1954 is not a year which offers any substantial reason for concern..."

"We will be down about 10% in most of the important indicators—production, income, jobs. But I want to emphasize that such peak production as we had in 1953 is not a fair basis for comparison."

"Right now we are passing through a period of adjustment. Some companies feel it intensely, others barely notice it. For those affected, the immediate months ahead call for cutting costs and increasing efficiency. Above all, intensify the search for more sales."

Founders' Sons Appointed

John C. Clark Jr. and Carleton A. Cleveland Jr. have been appointed president and exec. v.p. and treasurer, respectively, of Clark Cleveland Inc., Binghamton, N.Y. The senior Mr. Cleveland, for the past 25 years president and operating head of the company, which makes Fasteeth and Thyoquent, has retired.

Opens Chicago Sales Office

Scientific American has opened a new sales office in Chicago at 35 E. Wacker Dr. M. James Promer has been transferred from the Cleveland staff to act as Chicago manager.

Newark Agency Moves

G. Wilfred Wright, Newark agency, has moved to 615 Wyoming Ave., Elizabeth 3, N. J.

Haverhill Buying Power means...

More Profits for You!



And in Haverhill, Massachusetts it's the Gazette—

A trading zone population of 110,488 with retail sales of \$52,294,000. You can't afford NOT to use the Haverhill Gazette in your campaign.

Request more facts—Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE

Beeline

DELIVERS MORE FOR THE MONEY

These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars. (Sales Management's 1953 Copyrighted Survey)

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative



Advertising Age

Private Label Shows Up-Trend

Results Are Gauge for Ad Awards

Two Ads Puzzle The Creative Man

Communications Show Gains

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising ...

Advertising Can Sell Only Some of the People Some of the Time

By James D. Woolf

(Mr. Woolf is an advertising consultant who spent many years as v.p. in charge of creative activities of the western offices of J. Walter Thompson Co.)

What a gratifying thing it would be if all advertising of commonly used products were seen and perused and pondered over by all of the readers of the publications in which it runs! Or would it be? ALL of the readers, and you—a full 100% of them!

Many advertisers of general-consumption merchandise seem to want that, understandably enough.

But no advertiser gets it, or even comes close to it—and no advertiser ever will.

The reason this millennium is never reached is not, in my opinion, uninspired thinking by advertising's creative people. And it is not bad writing: Shakespeare himself would fall far short of achieving total readership.

Only a relatively small per cent of the spectators who thumb through the pages of a publication notice and read the advertisements. Whether the per cent is as low as 5 or as high as 25, the failure to score 100 is the inevitable result of a combination of conditions and circumstances that defy the skills of our most talented copywriters.

Here are a few of the difficulties:

1. When a reader is totally out of the market for a given article of merchandise he is not likely to have a keen interest in this category of product. He has just bought, let's say, a brand-new Kelvinator automatic washer with the idea that it will serve him well for a number of years. While he may enjoy reading about his new acquisition for a couple of months or so, he is not likely to pay much attention to the advertising of competitive makes, at least not for long.

2. When the spectator is a regular, long-time user of the advertised product and completely sold on it, the advertising of that product will possibly be fleetingly noticed by him—and that's all. Take Gillette blades, for example. If 6,000,000 readers of Magazine A, which has a spectatorship of 20,000,000, are steady and loyal Gillette users, by at least that 6,000,000 less is Gillette advertising likely to rate 100%.

3. When the publication spectator is a completely illogical prospect for a given article, he is likely to rate almost zero as a prospective reader. Is the man who lives in a hotel or city apartment, and who expects to stay there for years to come, a probable reader of advertising of lawn mowers or garden tools? Will the

ardent prohibitionist read and be persuaded by the advertising of whisky, wines, and beer? Will the spectator who enjoys flawless feet have his interest captured by the ads of pads for corns and bunions?

4. When the article is in a price class far out of the spectator's reach, his attention to the ad will, at best, be one of idle curiosity. For example, a yacht, or a Rolls-Royce, or a trip around the world, or investment securities.

5. When the spectator is unalterably prejudiced against certain types of products, count him out as an interested reader and probable prospect. For example, bubble gum, patent medicines, flord neckties, tripe, cummerbunds.

6. When the product, no matter how useful or indispensable it may be, is neither very newsworthy nor the answer to a consumer brand problem of much consequence, high readership is improbable. For example, salt, sugar, lead pencils, matches, *ad infinitum*. Attractive advertisements have been written for such minor staples as these, but I don't believe their scores have been consistently high.

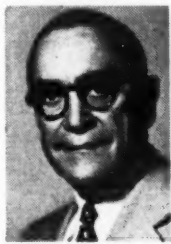
7. When the product is thoroughly familiar to the spectator, he already knows, or thinks he already knows, everything that can possibly be said about it. For example, Coca-Cola, Wrigley's chewing gum, many brands of beer and cigars, and possibly such long-established and universally popular products as Kellogg's Corn Flakes and Aunt Jemina pancake flour.

8. When the product's advertisements appear simultaneously in several publications with readerships that duplicate to some extent, attention ratings are likely to be affected adversely. The spectator who has noted and read a given advertisement in Magazine A is unlikely to repeat his performance in Magazines B, C, and D.

There you have eight of perhaps a score of reasons why no advertisement ever run was noted and read by all scanners of a publication's pages.

Is that bad? I cannot believe it is. It has always seemed to me that a completely universal appeal would be too non-selective for effective salesmanship. Most successful advertising, in my judgment, is *discriminate*: it makes distinctions between perch and bass and trout when selecting the lure.

The other day an adman (joking, I think) paraphrased one of Lincoln's most memorable observations as follows: "You can sell some of the people all of the time, all the people some of the time, but not all of the people all of the time." My notion is that it should go this way: "You can sell *some* of the people *some* of the time, but not all of the people all of the time."



James D. Woolf

The Eye and Ear Department ...

Seasonal Problem

One of the biggest sponsor headaches in television is the incident of seasonal drop-off in viewing. As soon as daylight saving time comes along with accompanying good weather, viewers desert their television sets and go outdoors.

Between 6 and 7 p.m. there is generally a 50% decline in sets-in-use. For other time periods the usual warm weather drop for sets-in-use is 52% between 7 and 8 p.m.; 45% between 8 and 9 p.m.; 35% between 9 and 10 p.m.; and 20% between 10 and 11 p.m.

Obviously the advertiser with the later time periods benefits by staying on in the summer. Also the summer-only advertiser is better off by seeking the late hours.

Programming can correct this seasonal decline to a degree. For example, Groucho Marx repeats, on NBC-TV, do well in the 8 to 8:30 p.m., EDT, period for DeSoto-Plymouth, but the real barometer of advertising value is still the potential audience as measured by sets-in-use. Even Groucho can't get a 40 rating if sets-in-use are only 35%.

There are several alternatives as a possible solution to this problem:

1. An incentive plan devised by networks and stations with a graduated discount structure for 13 weeks, ranging from 20% for 6-8 p.m. advertisers to 5% for 10-11 p.m. sponsors. These discounts would be in addition to annual discounts and summer program contributions now offered to keep sponsors on the year 'round.

2. Advertisers not getting full value from tv advertising from a cost per thousand basis will take a hiatus and use television money on other media less affected seasonally by summer drop-offs, such as Sunday newspaper supplements. Some admen think this procedure will eventually be commonplace unless television offers more value in the good weather periods.

3. Networks can offer even greater summer incentive plans to all time periods so that even a marginal period badly affected by the weather would still represent a buy more favorable than other competing media.

4. The networks can do nothing and still rely on the yearly average of sets-in-use to level out and base their prices on the yearly average.

5. The early-evening advertisers can be given a priority on later time periods if they elect to stay on during the summer, with the summer-only advertiser taking the earlier time period.

Surprisingly enough, since the advent of the daytime serials which require continuity of viewing in order to follow the plot, the morning and afternoon viewing has shown a tendency to seek its ultimate level (probably 25% average sets-in-use) with only a slight seasonal dip. This was not true of the days when variety and quiz shows predominated in daytime programming.

Then, as in the nighttime, the drop was 50%. When good weather came, even old-established shows such as Kate Smith took a plunge downward. Kid shows drop off sharply in the baseball season, as you might expect. Here, too, is an important area for consideration of rate readjustment and "good weather" incentive plans to maintain television values.

From this early analysis of the daylight saving time problem, it is clear that additional research is necessary to continue to evaluate the scope of the problem and to remedy it as equitably as possible. The invention of Class A, B, and C times could easily lead to D, E and F categories. The radio base for tv pricing is becoming unrealistic and sooner or later a change will be made.

It is highly unlikely in the present sellers' market that any benevolent summer plans will be forthcoming this year. It is inevitable as costs rise and values decline that the networks recognize these sharp seasonal differentials and do something about supply and demand until given the timetable. If there are an increasing number of summer hiatuses (the trend has not been toward more in the past), the networks must get some revenue by summer prices rather than go to the expense of sustaining programs and recording red marks on the summer P&L statements.

G. D. Crain Jr. Says ...

Handsome Is As Handsome Does

After having served as a judge in many advertising competitions over the years, I am convinced that the only sensible basis for conferring honors on advertising campaigns is performance.

For many years awards have been given to advertising effort largely based on technical excellence in copy, design and production. This is fine as far as it goes, and there is certainly no reason why

art directors should not be given prizes for the best accomplishment in layout, design and art. But that is a special category which does not include all of the aspects of advertising, and which may even disregard the final result in terms of sales. Good design should help to produce good results, but considering an ad or a campaign from the design angle alone makes it an award for good

art rather than good advertising.

The idea of establishing awards for advertising results is not entirely new, for the Cleveland Advertising Club developed this plan several years ago, and has done an excellent job of documenting outstanding advertising campaigns, from the standpoint of what happened to the sales curve after the advertising had done its job. In the industrial advertising field the annual Putman Awards have likewise been based on complete and detailed documentation of advertising results.

■ Yet there are still some competitions in which advertisers are invited to submit individual advertisements or campaigns with only the sketchiest information required on such subjects as the objectives of the advertising; specific results in terms of inquiries or reader response, and detailed sales figures based on the advertising effort. Trying to discriminate among a number of advertising campaigns, all deserving attention from the standpoint of design and copy, is an extremely difficult job, and to select the advertising which is best on this basis alone is almost impossible.

Advertising men, like those to whom advertising is addressed, are seldom able to judge accurately the effectiveness of copy. Thus decisions regarding the "best" advertising, made only on the basis of appearance, are almost entirely a matter of opinion. Wasteful advertising is that which fails to accomplish its purpose, and yet ads which are attractive in appearance and delivered to large audiences through printed or broadcast media may appear to be successful, regardless of the actual dollars-and-cents results recorded by the company spending its money for this purpose.

■ Incidentally, it is worth noting that when competitions are limited to entries

which must be accompanied by full and complete details of advertising objectives and results, the number almost immediately falls off. This is disappointing from one standpoint, but it is encouraging from another. The entries actually submitted are those of companies which apply practical business yardsticks to their advertising, as they do to all other expenditures, and are prepared to prove results just as they expect to be able to do for any other major expenditure.

Some advertisers insist that they cannot measure results, and that their advertising is used for other purposes than immediate sales. However, this is the day of advertising-merchandising, when sales campaigns are designed to utilize favorable advertising impressions immediately and profitably, and when salesmen and dealers expect to get cash-register impact from product advertising. Thus it is a pretty good bet that new values could be added to advertising which is being run merely to build favorable trade or consumer background against which sales efforts can be exerted.

■ Most advertising men asked to participate in judging entries in advertising competitions are greatly relieved to learn that the campaigns to be analyzed are completely documented. That means that the advertising can be analyzed on a factual basis, rather than merely in the realm of individual opinion. And there are still few admen who can look at two campaigns or two individual ads and say with certainty which is the better, from the standpoint of reader impact and sales results.

That is why performance should be the measuring-stick applied to advertising submitted in competitions intended to raise the level of advertising effort by calling attention to outstanding work in this field.

On the Merchandising Front...

Private Label Shows Up-Trend

By E. B. Weiss

(Mr. Weiss is director of merchandising, Grey Advertising Agency, New York.)

The private label is currently on the rise.

As applied to specific industries, that observation must, of course, be sensibly modified. But, as a basic trend, that statement needs no qualification; at this very moment, more retailers and more large retailers in particular (and many wholesalers, also), tend to favor the private brand than has been true for 15 years.

Why this swing toward the private brand?

■ I would summarize the reasons—and, naturally, the factors involved vary not only with each merchandise category but also with each retailer (wholesalers, too)—in this way:

1. National brands tend to follow a rising price market more slowly than private brands; they also tend to follow a falling price market more slowly. Prices, today, are on the soft side. National brands are displaying their traditional resistance to falling prices.

2. Many national brands have wound up at pricing points that make them true mass sellers only when everybody is employed at peak take-home pay. This provides an opening for a fast-moving private-brand operator to come in under the umbrella so conveniently kept open for him by the national advertiser.

3. Too many "national" brands really aren't "national" at all. Only a tiny percentage of so-called national brands have anything remotely resembling national demand or even national preference.

Every study ever made, locally, of brand purchases, proves this point. Here, too, is an opening for the private brand.

■ 4. In any number of categories, there are only two or three really strong national brands, and then anywhere from several to scores of semi-national brands and pseudo-national brands. These "also-rans" have such a weak consumer standing that just a slight narrowing of shelf frontage, or a mere drop of a single shelf level, can cause their volume to plummet. As one food super put it: "We have customer preference for No. 1 and No. 2 brands, and then five brands competing for third place, with the price, quality, and movement of the five almost identical. Our own private label can replace at least four of the five also-rans, thus cutting down inventory, space requirements, etc."

5. Lack of genuine points of distinction, or superiority, or price as between one national brand and another. That's why the public shows such a dismaying willingness to pick up one known brand or another. In this connection it is important to bear in mind that: (a) shoppers have an unfortunate habit of considering almost any label to be an "advertised" label; if this weren't true, any number of pseudo-nationally advertised brands would be dead. Naturally, this tendency also favors the private label; (b) shoppers are almost completely unable to differentiate between a store or distributor's label and a manufacturer's label; (c) many so-called private labels are well known to the shopper; have strong consumer preference and even demand. Sears labels and A&P labels are cases in point.

6. The smaller national advertisers

The Creative Man's Corner...

Divisible and Invisible



Darling, we have a dinner date at the Hofritzes tomorrow night and I have nothing to wear.

Nothing to wear? Hah, my pretty one! No longer will you pull that one on me! What's wrong with the living room carpet?

The living room—Have you taken your temperature recently?

My temperature is as normal as ever. I simply won't be taken in with your complaining you haven't a stitch to your name—when we have not only the living room carpet but the dining room carpet, the bathroom rug, that old piece of linoleum out in the kitchen and the door mat with welcome written on it. Apparently you're not up on the current fashion. Here—take a squint at this Alexander Smith ad. Gone are the days when a woman was simply well-groomed. Nowadays she's broadloomed.

Let me see that. Hmm. You're not as crazy as I thought—but apparently somebody is.

With the springs gone on the old Dodge, think of the advantage of wrapping yourself up in a roll of carpet with "Innerspring Weave." Even with the heater gone, you could be—to coin a phrase—snug as a bug in a rug.

All I can say is, if you expect me to take this seriously...

You've heard of cutting a rug, haven't you? Well, here's your opportunity. What's more, you can take me as seriously as you can take almost any ad addressed to women these days. For example, here's Elizabeth Arden with a new invisible face powder.

Invisible?

That's what the copy says. In fact, it says that this powder has complete invisibility on the face. Wait a minute—maybe Liz advises you not to buy it. After all, if it's invisible, why bother looking for it in the first place?

If you're trying to pull my leg...

Here's the ad. Read it for yourself. Two bucks for a box of nothing. If that ain't modern merchandising, nothing is. Seems about time I was rerunning that mail order ad on the sky hook. Ought to be lots of women around today who could use one.

(and that term is really a silly one because so many small advertisers who claim to be national advertisers are barely known to more than a small segment of their total shopping public) are always the first to cut their advertising budgets when the going gets rough. That is happening right now. Naturally, this paves the way for the private label which, in its own territory, may get more advertising and better in-store display than 50 to 85% of so-called "national" brands.

7. Allowances by manufacturers to retailers frequently provide these outlets with their "advertising budget" for their private labels. Few large retailers, for example, could currently finance their own private label programs if it were not for the moneys they get in co-op, in space rentals, etc., etc. In some instances, allowances come close to equaling the total net profit of some retailers. No allowances—no net profit—no budget for private label exploitation. These allowances are right now hitting an all-time high.

8. There is little question that some manufacturers who make both national

and private labels give better values in their private label output than in their national brand output. I have always favored setting up an intra-organizational competition by pitting the private brand department against the national brand department. But at times the competition becomes "unfair"; the private-brand department is given all the advantages!

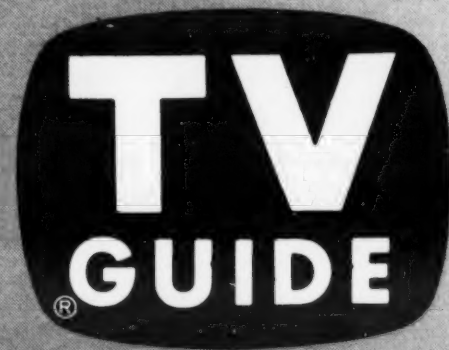
■ 9. The fight for retail floor space, due to such causes as the addition of new classifications, the tendency of manufacturers to broaden and diversify their lines, new models and sizes and price lines, etc., has finally compelled retailers to begin to cut down duplicated inventory. Retailers—wholesalers, too—are beginning to establish fixed limits on number of brands, category by category, and the stopping point becomes the distributor's own brand.

10. As retailers become ever larger, their purchasing power, warehouses, etc., enable them to set up a more efficient private-label operation. Then, too, their size is a factor in establishing a prestige which, in the areas they serve, gives their



Looking for Sales?

keep your eye on



more than
2,000,000
families do
every day!

**NOW 20 EDITIONS SERVING
103 MAJOR MARKETS
THROUGHOUT THE U.S.A.**

TV GUIDE has grown fast . . . and it's still growing with very good reason: It provides real service to the families that buy it . . . it does a unique job for advertisers. Every issue of **TV GUIDE** reaches the home . . . and is thoroughly read . . . referred to every day . . . *seven days a week!* Your advertising in **TV GUIDE** works hard and reaches the very heart of the TV audience. Don't miss out. Ask your local **TV GUIDE** representative for all the facts today!



ADVERTISING OFFICES:

NEW YORK
488 Madison Ave.
Plaza 9-7770

CHICAGO
6 N. Michigan Ave.
WAbash 2-0366

PHILADELPHIA
333 S. Broad St.
Kingsley 6-0807

LOS ANGELES
1540 N. Vermont Ave.
NOrmandy 2-3101

private labels a strong standing with the shopping public.

11. The broadening distribution of many nationally advertised brands, with a situation developing in some large shopping centers in which as many as 20 stores stock the same brand, is also prodding some retailers toward the private label. The private label presumably gives the merchant a touch of distinctiveness. The closer merchants get together in shopping centers, the more their stores and inventories look alike, the more they promote jointly in these centers, the more attractive will the private label appear to them as a technique for achieving a touch of difference.

12. Price cutting is, of course, a big factor in private brand exploitation. The retailer controls the price on his own brand. Way back in the 1930s, when the Federal Trade Commission studied the private labels of various chains, it was told by the chains that price slashing was the principal factor leading these chains to the private label. (Throughout this

discussion I am not being anti-national brand, I'm simply reporting.)

13. Initial markup or margin continues to exert its fascination on merchants, large and small. The initial markup on private labels may be higher than on national brands.

I am certain there are plenty of additional factors that are tending to lead the wholesaler and retailer currently toward the private label. But I assume I have covered a sufficient number in this exceedingly quick review to convey the realization that competitive days for the nationally advertised brand are indeed here again.

To my mind, it is extremely significant to note—as reported not long ago in *Super Market News*—how many food chains are turning toward private labels on frozen foods. If it can happen here, and it is, then the national advertiser would do well to re-evaluate the private label situation in his industry, always bearing in mind that the private label may be "private" only in descriptive terminology.

Looking at the Retail Ads

because **RONLEY FURS** are never carried
over from one season to another we bring you a

ronley fur sale

1/3 to 1/2 off

	Orig.	New
Dyed processed mouton lamb jackets, stroller length	\$ 99*	\$ 59*
Dyed mouton stoles	89*	59*
Dyed northern back mouton capes	149*	89*
Let-out dyed mouton capes	139*	89*
Dyed squirrel stoles	189*	119*
Dyed northern back mouton jackets	229*	139*
Dyed black Persian lamb jacket	299*	199*
Natural ranch mink stoles	299*	199*
Natural wild mink stoles	299*	199*
Natural stone marten scarfs	59*	39*
Natural beaver marten scarfs	59*	39*

*Furs labeled to show country of origin of material for products.
Ronley Furs—Famous Fur Products



By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

It is not an unusual human trait to reach out for all possible credit one can get. It is to be expected that ad creators (unless they are more than ordinarily studious and perceptive) will assume that, if the store they write for is successful, the ads they create must be good.

But frequently there is small correlation between a store's success and the degree of effectiveness of its advertising. Let's study this matter a little, for it is a vital one.

If a doctor who daily administers little pink sugar pills begins to strut and preen over the general good health of someone he feeds them to—overlooking the vigorous constitution, the regular exercise, the rounded diet, and the salubrious climate, which are actually responsible for the condition, the doctor (no matter how well meaning) should be brought into relationship with the facts of life.

How would you go about it? Especially if the "doctor" is an ad person who genuinely believes himself proficient and a stem-winder?

Well—let's consider the matter of advertising effectiveness. Here is my own formula for getting at the factors that contribute to retail advertising effectiveness.

$$AE = P (II \times SE \times A)^D - D$$

AE = Advertising Effectiveness
P = Proposition advertised
II = Interest Impact of the ad
SE = Sales Effectiveness of the ad
A = Audience
I = Timing
D = Depressants

Look at the ad reproduced here. It is something over a fourth of a full newspaper page in size—and was run by a store whose ad executive ("Voice," March 8) implies he would be willing to show me how to write constructively about advertising. He dislikes my criticisms of retail advertising. (Of course not all his ads are as completely weak and wanting as this one.)

According to my standards, this is not an ad at all. It is simply publicity for low prices. Let's apply the formula to it and see what makes it tick—if it happens to tick at all.

P in the formula stands for the Item or Proposition advertised. Three factors determine how much effectiveness the P contributes to the ad. They are ITEM APPEAL, VALUE APPEAL, and STORE APPEAL. The more desirable the item, the lower the price, and the better the store, the more the P—alone and of itself—contributes to making the ad effective; the larger looms the P in getting results. Not ad people, but the store buyer makes this contribution to

the ad.

Only when you get to II does the ad creator contribute. There are perhaps 25 factors good creative people can learn to use to add INTEREST IMPACT to an ad over and above the interest the item itself contributes.

SE also is contributed by the creative ad people. There are perhaps 40 Principles of Persuasion and factors of Clarity in Communication that wise ad people can learn to use to sell more than will be sold by the barest offer of the buyer's item.

A, the audience, is contributed by the newspaper, not the creative ad people. Effectiveness of the ad will be affected by three audience factors: The number, their economic status, and their availability. The "t" for timing is self-explanatory. D for Depressants is a matter of discounting response by factors outside the ad—weather, a better competitive offer down the street, and so on.

In the ad here, there is the barest of bare offerings. Even the buyer's contribution here is anemic and entirely inadequate. The only contribution the buyer makes here is a big price reduction claim. Advertising people are not required to prepare such as this. Any school child can "create" such an ad.

Where is the Interest Impact? And the Selling Effectiveness that persuasion alone can produce? Where are the advertising skill and wisdom that must contribute to an ad if ad people are to claim any part in producing response?

Where is the glamor, the allure, the

Employe Communications . . .

AMA Exhibit Shows Gains in Communications

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

In February of each year, the American Management Assn. holds its personnel conference in Chicago. Its generally sound and well-balanced programs are fortified by an attraction which is extra special for the souls of communication. This is the so-called Personnel Conference Exhibit.

The exhibit is a collection of the current communications literature of management, certainly the best and most complete assembly of its kind. Here the newcomer or the old timer in industrial communication may browse among employe publications, policy manuals, newsletters and company histories. He may see job descriptions, literature on health and medical programs, incentive systems, material on fringe benefits and pamphlets on the elderly worker and recreation programs. In the evening the AMA presents good industrial moving pictures as part of the exhibit.

What impresses the regular, year-in, year-out caller at the AMA exhibit is the growing quality of the material. Not too many years ago, the association was obliged to present some pretty sorry specimens of management communication; the gems were few. Many companies shied away from submitting material for use in the exhibit, on the basis that employe communication was strictly an intramural affair, and that what a company told its employes was the business of nobody on the outside. Over the years, however, this resistance to information exchange has worn away. When a visitor invades the AMA exhibit these days, he's more likely than not to see most of the best there is.

This new willingness on management's

soft delight and sheen of fur? Where are the feminine words, the professional salesmanship in print that will whet desire, carry conviction, and induce action? All wanting!

Whenever a so-called "ad" like this gets response, it is because the competition is weak, the prospects are lush, the timing is good, the newspaper audience excellent, the store of fine repute, and THE PRICES GENUINELY DIRT LOW! Or some combination of such factors. It can't possibly be because anyone employed the magic of words to envelop a sound skeleton of persuasion's principles.

Such an ad as this is a sterile sugar pill, pretending to be selling medicine. This is not an ad. It is publicity for low prices.

When ad people claim credit for store success and volume while they produce this imitation of advertising, it is proof that they are advertising babes-in-the-woods, academically speaking, despite any loud and passionate disclaimers.

I have a great deal of patience with advertising men and women who have not studied hard—but have open minds. But I have no patience with advertising people who have not studied hard and yet think they know all that can be learned.

Nothing does advertising more harm, nothing keeps advertising a runt pig in the big litter of store functions, more than ad people who don't know much about advertising and don't know that they don't know much.

part to exchange ideas, information and programs naturally has been sparked by the AMA itself. When a delegate moves about the hall and fails to find his own company's literature, he decides to attend to that oversight the next time around. And he becomes mindful of the competition, as he roams among the communications devices and sees how truly good a lot of them are.

The exhibit is the special pet of Ruth M. Kellogg, a delightful and busy little woman who directs AMA's educational exhibits. She has watched the quality improvement over the years, and feels that management communication with employes has surely come a long way.

The newcomer this year was doubtless impressed by the range of subjects covered in the exhibit, by the vast number of companies actively in communication, and by the variety and originality of presentations. All this was evident, but the oldster in communication saw beyond these manifestations of growth; he saw evidences of company communication on the broad base. A few years ago the oldster might have noted that the ABC Corp. was entrusting its communication to a single medium—a magazine for employes. Today he notes that ABC not only has its magazine for employes, but that it reaches employes by newsletter and bulletin board. He sees ABC is now reporting annually to its employes, in a special bulletin. He finds a new ABC employe manual, which refers to the new ABC moving picture. ABC, he learns, has plant tours and open houses and programs for retired employes. It has supervisory training and new, readable booklets on benefits.

This is what an exchange of ideas, represented by the AMA exhibit, has helped accomplish. It is a noble classroom, teaching much to many.



SURE-FIRE—Current ads for W. C. Ritchie & Co., Chicago packaging manufacturer, look like this in a series of Ritchie packaging case histories. The ads, running in business publications, are prepared by Fulton, Morrissey Co., Chicago.

ABC Sets Up Subsidiary to Syndicate TV Films

ABC Film Syndication Inc., New York, has been set up as a wholly-owned subsidiary of American Broadcasting-Paramount Theaters. It will operate as a self-contained unit of American Broadcasting Co., distributing film tv shows for sale to stations and advertisers.

George Shupert, who joined ABC as v.p. in charge of the syndication division in 1953, is president of the new subsidiary. Don Kearney, formerly national sales manager of the division, is v.p. in charge of sales.

Karp Joins Burlington Mills

Gil Tarry Karp, formerly with Schenley Industries, has joined the public relations staff of Burlington Mills Corp., New York.

Colt .45 'Revived' by Westerns on TV

HARTFORD, April 7—The Colt .45 is enjoying a popularity rebirth—thanks to cowboy films on tv—according to David Birmingham, engineer at Colt Mfg. Co.

"In fact, there is now more demand than ever for that revolver," Mr. Birmingham asserts.

Unfortunately, the company is unable to supply any more of these models, since it stopped producing them in 1941. The initial model was made in 1872.

Although the Colt .45 never sold for more than \$38 when in production, Mr. Birmingham adds, well-kept models are now selling for \$100 and more.

"Why, there are pistol fans who keep a Colt .45 on hand in the living room so they can twirl it while watching western movies on tv!" he added.

Kasper Joins TV Programs

Edwin H. Kasper, formerly a partner in Kasper-Gordon, has joined the sales staff of Television Programs of America, New York. He will concentrate on the New England area.

Charney Associates Moves

Charles J. Charney Associates, New York, has moved to larger quarters at 101 W. 55th St.

In CANADA

THE STAR WEEKLY

reaches more Canadians than any other publication

It Can Help Your Company Increase Sales in Canada

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers

(ADVERTISEMENT)

The man from Cunningham & Walsh



... selling work clothes in Shamokin, Pa.

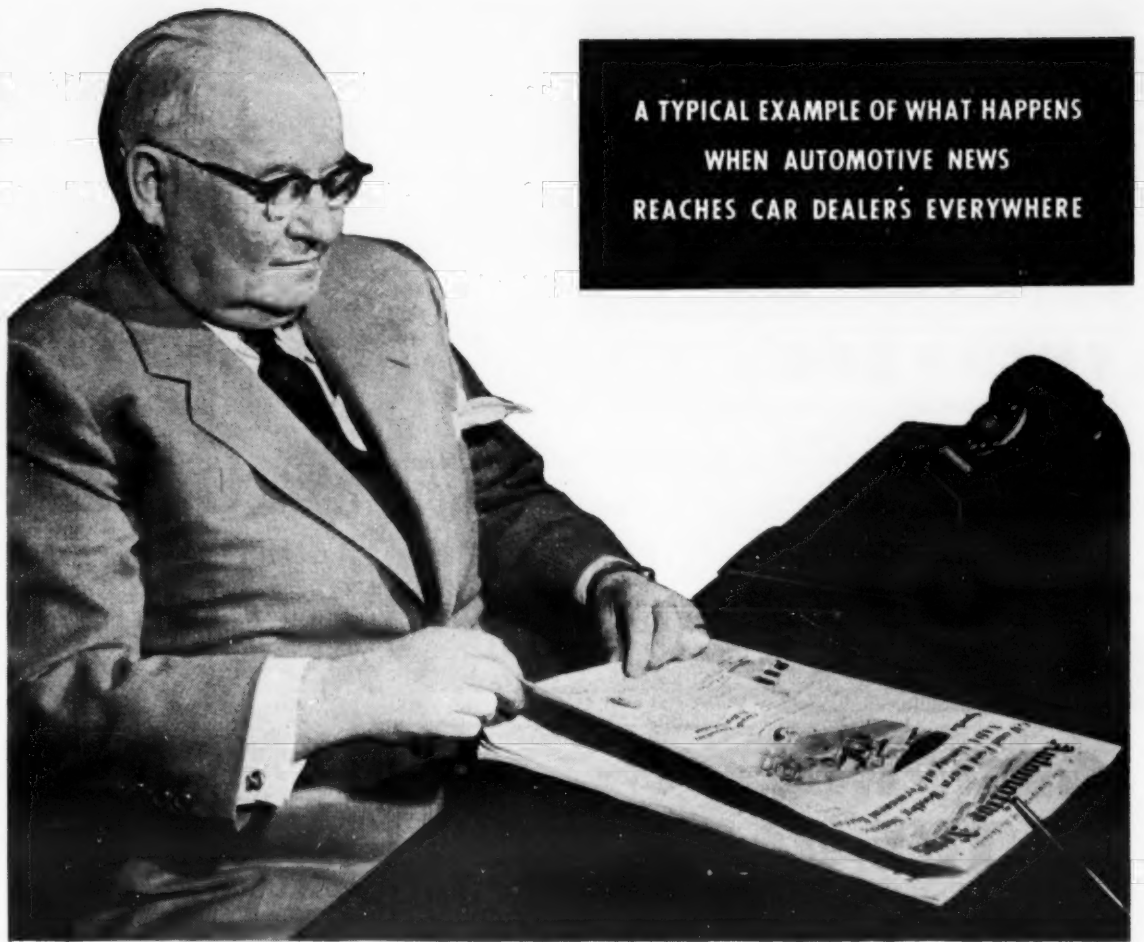
Recently Hank McIver spent a full week as a clerk in a department store.

This week you'll find Hank talking to customers through the advertising he creates as an Art Director in our agency.

Almost any week you'll find

some of our creative people and account men behind retail counters somewhere in America. And whether they are standing behind the counters or seated behind their desks, they are making sales.

Cunningham & Walsh, Inc., 260 Madison Ave., New York 16, N. Y.



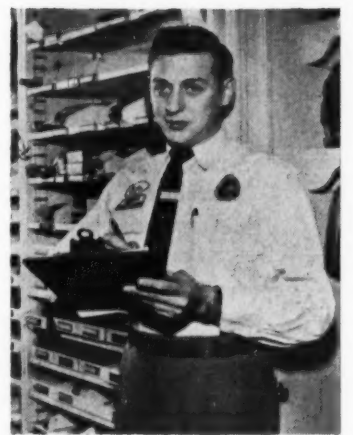
A TYPICAL EXAMPLE OF WHAT HAPPENS WHEN AUTOMOTIVE NEWS REACHES CAR DEALERS EVERYWHERE

THIS HAPPENS EVERY MONDAY MORNING — James M. "Pat" O'Dea, President of Pat O'Dea Studebaker, Highland Park, Michigan, goes through "the newspaper of the industry" very carefully.

"Purchasing Decisions are made every time we open up a copy"

"Every Monday morning since the publication's first issue in 1925, I've gone over *Automotive News* very carefully," says Pat O'Dea, President of Pat O'Dea Studebaker.

"In the ever-changing automotive market, there is no other way to keep in touch. Therefore, we don't just read it, we use it. By 'we', I mean everyone in the dealership who makes a policy or purchasing decision. To keep them abreast of the news of the industry I have copies routed throughout the dealership, initialed, and returned to me with comments."



PARTS MANAGER READERSHIP is assured because, as Ed Protas states, "I've got to watch the editorial and advertising columns for news on new equipment, parts, and services. Many times I have made purchases directly from my copy of the paper."



READERSHIP BY SERVICE DEPARTMENT is important to the dealership—and important to advertisers selling to this market. Ed Emig, a reader since 1936, says, "Extremely helpful in running my part of the business."

To reach the man behind the desk, the parts counter, the write-up desk—use *Automotive News*, the newspaper all important automotive people read, rely on, and act on. ABC audited circulation: 41,000. Readers per issue: over 120,000.

THE WEEKLY NEWSPAPER OF AMERICA'S NO. 1 INDUSTRY
Automotive News
Member ENGINEERING MANUFACTURING MERCHANDISING SERVICING Member
PENOBSCOT BUILDING • DETROIT 26, MICHIGAN

REPRESENTATIVES
New York—Edward Kruspiak, Advertising Manager, 51 E. 42nd St., Murray Hill 7-6871
Chicago—J. Goldstein, Western Manager, 360 N. Michigan Ave., State 2-6273
Los Angeles—R. H. Deibler, 2506 West Eighth Street, Dunkirk 3-0303
Detroit—Dick Webber, 2666 Penobscot Bldg., Woodward 3-0495

Official Films Names Jaffe

Herb Jaffe has left Motion Pictures for Television to become director of sales for Official Films, New York. Herman Rush, now v.p. in charge of film syndication, has been named administrative assistant to Harold Hackett, president of Official Films.

Lawson Joins Ziff-Davis

John W. Lawson has joined the advertising staff of Radio-Elec-

tronic Engineering. Ziff-Davis publication, formerly a bound-in supplement of *Radio & Television News*, appearing as a separate magazine for the first time in May. He has been with *Forbes*, *Mechanix Illustrated* and *Popular Science*.

3Ms Buys Godfrey Shows

Minnesota Mining & Mfg. Co., St. Paul, has bought 15 quarter-hour segments (10-10:15 a.m., EST) of "Arthur Godfrey Time" over the CBS radio and television networks to display its Sasheen ribbon and gift wrapping ideas. Batten, Barton, Durstine & Osborn is the agency.

Name Junius Smith President

Junius M. Smith has been named president of Clark Publishing Co. and Clark-Smith Publishing Co., Charlotte, N. C. He succeeds David Clark, who has been named chairman of the board of the Clark and Clark-Smith enterprises. Mr. Smith formerly was v.p. and business manager of Clark Publishing Co.

LYNCHBURG**VIRGINIA**

A Metropolitan Market as defined by Sales Management, the City of Lynchburg's 1952 per capita retail sales (\$1,478) were 38% higher than the U.S. average.

ONLY the NEWS-ADVANCE covers this basic Virginia market.

ADVERTISE IN LYNCHBURG—GET OUR MARKET FOLDER

Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers

GROPING IN THE DARK?



Some short-sighted people are content to launch a new product, a new idea, a new merchandising program, without the slightest notion of its probable success or failure. This grope-and-hope technique usually results in a tragic waste of time, effort and money.

WE'LL PUT YOU ON THE BEAM!

Wise marketing men *pre-test* — they look to Burgoyne for guidance. Do as the leaders do — pre-test your product, premium or promotion in one or more of Burgoyne's selected test cities. Obtain reliable monthly-audit reports and let the Burgoyne organization help you to evaluate your position. Armed with this dependable performance-prediction, you are ready to proceed as planned or to revise those plans . . . in either case, with full confidence.

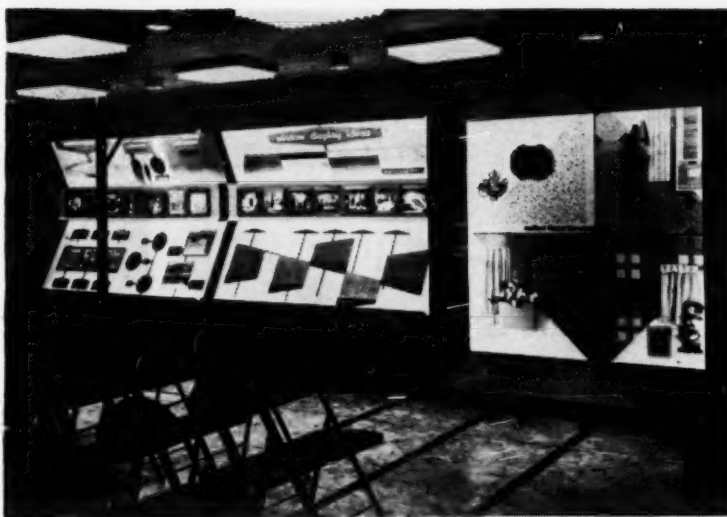


FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

TEST IN DAYTON— A BURGOYNE TEST CITY

- ★ In the heart of the fertile Miami Valley — one of the richest farming areas on earth!
- ★ Highly diversified industry, enjoying a high level of employment. Average weekly wage of industrial workers rates with the highest in the nation.
- ★ Dayton, with ample justification, looks forward to continued and increasing prosperity, and consistent growth.
- ★ This 8-county market is completely covered by The Dayton Daily News and The Dayton Journal-Herald. Unit rate is 54¢ per line (daily) and 48¢ per line (Sunday).
- ★ REPRESENTED BY SAWYER, FERGUSON-WALKER COMPANY

BURGOYNE STUDIES ARE AVAILABLE IN: Canton, Ohio, Cedar Rapids, Iowa, Charlotte, N. C., Columbus, Ohio, Dayton, Ohio, Grand Rapids, Mich., Harrisburg, Pa., Indianapolis, Ind., Omaha, Nebraska, Peoria, Ill., Rockford, Ill., South Bend, Ind., Springfield, Mass., Syracuse, N. Y.



ROVING AUDITORIUM—Above are two views of Armstrong Cork Co.'s Merchandising Motorcade, which just started an eight-month tour to present flooring sales ideas to 25,000 retailers in 46 states. View at bottom shows the "auditorium on wheels" assembled by putting two giant tractor-trailers in parallel and extending sides and floor. Top photo shows portable display cases on one side of the auditorium, which seats 100 comfortably.

Armstrong Hits the Road for Eight Months to Show Its Dealers How to Move Flooring

LANCASTER, PA., April 5—Armstrong Cork Co.'s merchandising motorcade started rolling last week, with Baltimore as the first stop on an eight-month tour.

The motorcade is made up of two giant trailers, which open to form an auditorium on wheels that seats 100 persons. Inside are a one-ton projection booth, stage, two speaker's stands, three motion picture screens and a variety of displays to give retailers ideas on how to attract customers to their stores.

This is the biggest merchandising venture ever undertaken by Armstrong, which will visit 25,000 of the company's floor covering dealers during the tour. Two speakers—one from the company's bureau of merchandising and one from the Lancaster floor division staff—will address 263 sales meetings in 155 different locations. Two three-hour meetings are scheduled daily for each stop.

■ Armstrong gets mentioned only in passing in the "show." According to L. E. Foster, associate director of the firm's bureau of merchandising, its purpose is not to sell Armstrong's products, but to show retailers who may have forgotten how to sell or neglected advertising in the "easy years" how to get people into their stores and move merchandise.

A 12-minute, three-screen color slide film sets the mood. It depicts the changes in American living since the Victorian age, discusses the post-World War II building period and cites a national survey to show the "growing acceptance of resilient floors in all rooms in the home."

A slide film shows how to handle the customer who comes into the store with her mind made up to buy; another gives hints as to how to improve the store interior with a "little money and imagination."

■ A cave-man setting is used to show how to sell the on-the-fence customer. The animated film story is that of Peter's Pelt Shop, which offered fine skins, but was being by-passed by all the pre-historic ladies. That is, until Pelt got wise

and put up a display of the furs in front of his cave shop and his name on the door.

This helped get attention but not as many customers as Peter wanted. So he tied signs to the backs of elephants, posted them on trees and sent a musical group out to serenade his potential customers with a pre-radio sales jingle. All these things combined finally brought the women into the cave to buy Peter's Pelts.

■ In each market Armstrong's representative will cite specific figures as to the number of people who are planning to buy new flooring but haven't made up their minds as to what kind.

The retailers will be told that they not only must make the "housewives' mouths water for a new floor covering," but they must also make her want that more than new slip covers, venetian blinds, etc.

The dealers will be offered help in their advertising program from the new bureau of retail advertising Armstrong has set up for that purpose. The bureau will furnish newspaper mats, radio commercials, advice on direct mail campaigns, etc., but the company does not contribute to the retailer's advertising budget.

GE Boosts Lowe, DeLorenzo

The air conditioning division of General Electric Co., Bloomfield, N. J., has promoted Albert V. Lowe and F. C. DeLorenzo to supervisors of advertising and sales promotion. Mr. Lowe, with GE since 1949, will handle home heating and cooling equipment. Mr. DeLorenzo, formerly supervisor of the division's news bureau, will supervise packaged air conditioners and drinking water coolers.

Davison Moves, Adds Account

Walter C. Davison Co., Glendale, Cal., has moved to new quarters at 515 S. Central Ave. The agency has been appointed to handle advertising for all divisions of Durand Door Co., manufacturer and distributor of fire-proof doors. A direct mail program will be used.

Motivation Research Glossary Is Issued by ARF Committee

NEW YORK, April 6—Advertising Research Foundation has released to members a new publication, "The Language of Dynamic Psychology as Related to Motivation Research." Intended as a guide for advertising men, educators, libraries, etc., the 112-page book contains definitions of over 500 terms special to the motivation research field.

The glossary was compiled—under direction of ARF's committee on motivation research—by Joseph W. Wulfeck and Edward M. Bennett, both members of the psychology staff at Tufts College. In addition to definitions of terms, the authors have provided comments designed to illustrate the uses of the words in relation to human action.

McGraw-Hill Book Co. has published the glossary for the foundation, and is also handling sale of copies (at \$4) to non-ARF subscribers. The study is the second in a series of five reports constituting the current program of the committee.

The first report, a bibliography of motivation research, was issued last fall (AA, Sept. 14, '53). The next, "A Directory of Research Organizations Which Conduct Motivation Research," is scheduled for issue within a few weeks.

Other reports planned include a directory of social scientists interested in or available for motivation study and a handbook describing motivation research techniques.

Toogood Returns to Ayer

Granville Toogood, formerly a copy supervisor of Ward Wheelock Co., Philadelphia, has rejoined N. W. Ayer & Son, Philadelphia, as an associate copy director. Lyman Clark of Ayer has been promoted from the copy staff to associate copy director. Mr. Toogood previously was associated with Ayer for 20 years prior to 1944. Edward Gallagher, formerly with CBS, New York, has returned to the Ayer copy department. George R. Michalek has been transferred from plans-merchandising in Philadelphia to Ayer's Detroit office, and Everett T. Gammon, formerly with Benton & Bowles, has been named to the radio-television staff of the agency's New York office.

ANA Sets Annual Meet

The annual meeting of the Assn. of National Advertisers will be held at the Hotel Plaza, New York, Nov. 8-10. Invited guests, including agency and media representatives, will attend.

Fleming Joins Ted Bates

Joan Fleming, formerly on editorial publicity for Redbook, has joined the press department of Ted Bates & Co., New York agency.

MOVING?



Please
Mail Us
Your Change
of Address
Today

Three weeks advance notice required for uninterrupted service. Write:

Circulation Dep't.,
Advertising Age,
200 E. Illinois St.,
Chicago 11, Illinois

Don't forget to give us your
OLD as well as NEW address.

BOYS! GIRLS! Win a FREE Summer in camp!
(or cash equivalent)

Just make this NEW Baker's Coconut dessert...and write Mr. Muggs why you'd like to go to camp!

WHAT A CONTEST! NOT JUST ONE, BUT 18 lucky kids can win first prizes! PLUS 100 SECOND PRIZES!

BAKER'S COCONUT

NO MONKEY BUSINESS—Baker's Coconut (General Foods) is using four-color spreads featuring J. Fred Muggs in a contest offering 18 summer camp vacations to children who write in and tell why they would like to go to camp. Second prizes are also offered in the promotion, which broke in Life March 29. Other ads will run in April issues of Capper's Farmer, Progressive Farmer, Sunset Magazine, and the Metropolitan Group, plus participations on "Today" (NBC-TV). Young & Rubicam is the agency.

Barkeepers, Barbers, Beauticians, Butchers Blast TV in Bernays Study

NEW YORK, April 6—Earlier in the year, Edward L. Bernays, public relations consultant, roused the ire of television industry leaders when he released a survey of "opinion leaders" critical of tv ads (AA, Feb. 1).

At the time, the industry leaders implied that these malcontents were "eggheads" and that the general public might react differently.

Now Mr. Bernays has finished a second survey among commoner clay, and says he has come up with the same results: People think tv commercials are no good.

"Here in the second study is proof that barbers, butchers, beauticians and bar and tavern keepers are equally intellectual, eggheaded and long-haired, and that they, too, are fed up with tv commercials."

■ Mr. Bernays says his two surveys show that the American people, no matter what class or profession they are in, "are for a large part resistant to present tv commercials, and sponsors and advertising agencies are approaching the point of diminishing returns. As the public grows more resentful of

abuses, they will be less likely to purchase the products offered for sale."

The overwhelming number of complaints, according to the report on the survey, was built around the quantitative assault on the listener—too long, too frequent, too many interruptions, etc.

Growled a Cincinnati butcher, "I get so confounded mad at all the commercials during the Blank program I could throw the tv out of the house." And a barber in the same city said, "Break up the program too frequently and do not blend in, which gives the programs the air of limburger."

■ The honesty of the tv commercial was also questioned by these respondents.

"A great majority of them are fakers, liars and nerve-wrecking to listen to," reported a New York barber. A beautician in Boston noted that "commercials of products I am familiar with are a farce and a lie." A Chicago barber remarked that tv commercials have "too much borax and bunk."

These people also felt that the tv ads could be in better taste. "There ought to be a law against

those big-mouthed, low, cheap commercials, found on those stations that permit these nuisances to be perpetrated on the public," fumed a New York barber.

The most commonly suggested cure was that people not buy the products whose commercials offend them. Only one or two suggested external control or censorship.

TV Production Group Bows

Cummings Productions, 38 W. 53rd St., New York 19, a radio-tv commercial producing company, has been organized by Ralph Waldo Cummings. Alan J. Gilbert is sales and promotion manager. Mr. Cummings has been writing and producing singing commercials since 1949.

Apple Group, Agency to Split

The Washington State Apple Commission and Pacific National Advertising Agency, Seattle, will sever their client-agency relationship in June. A new agency has not been named.

Siceloff Mfg. to WerBell

Siceloff Mfg. Co., Lexington, N. C., has appointed the High Point, N. C., branch of Mitchell WerBell Advertising to handle advertising and merchandising for its work and play clothes for men, boys, women and children.



THE QUAD-CITIES

3rd in TOTAL RETAIL SALES
Among the 11 Standard Metropolitan Areas of Iowa-Illinois

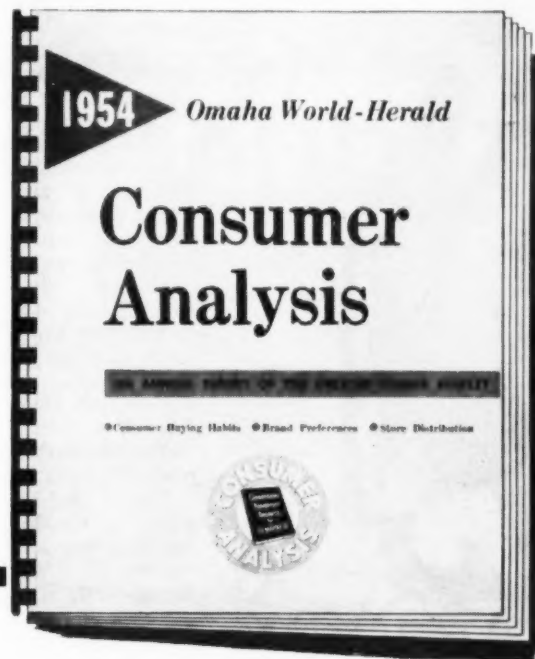
53% of Retail Sales are on the Illinois Side!

Cover the Illinois Side Without Duplication with—

ROCK ISLAND *Argus* **MOLINE** *Dispatch*

QUAD-CITIES NEARLY 1/2 MILLION PEOPLE

THE ALLEN-KLAPP CO. National Representative



Now Ready . . . to give you the facts about brand preference in the Greater Omaha Market!

Shows your product's popularity in the Omaha Market!

The World-Herald's 10th annual study of the Greater Omaha market is now available for distribution.

Here are up-to-the-minute facts on consumer brand preferences and store distribution of more than 100 food and drug products—including many five year comparisons.

You'll also find buying habits and brand preferences for home appliances, automotive products, beverages and tobacco, plus important economic facts about family income, employment and other vital statistics on the Greater Omaha Market.

To obtain your copy of the World-Herald's 1954 Consumer Analysis, write our Advertising Department or contact the nearest O'Mara and Ormsbee office.

Omaha World-Herald

O'Mara and Ormsbee, National Representative
New York • Chicago • Detroit • San Francisco • Los Angeles
247,582 Daily — 255,317 Sunday
Publisher's Statement as of September 30, 1953

Opus Opificem Probat



is a saying that applies, in a complimentary way, to the craftsmen in our shop. It means, **The work proves the workman.**

Collins, Miller & Hutchings, Inc.
AMERICA'S FINEST PHOTOENGRAVING PLANT
207 N. Michigan Avenue • Chicago 1

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Advertiser-Sponsored Editorials' Brings Rebuttal

To the Editor: I read with interest your March 22 editorial titled "Advertiser-Sponsored Editorials," and I thought you presented your case very well.

It would seem to me, however, that our business is one already under fire for refusal to take a stand subject to other than mercenary influences. Therefore I

question whether it is wise to counsel an industry in this position to become even more spineless. Advertisers have two excellent programming barometers—their stockholders and their audience. The control that these groups wield would seem to be sufficient to prevent abuses. If your logic were followed to the ultimate it would mean that there would be only the most innocuous and fence-straddling commentary on major events.

The very fact that there are two commentators, whom you cite, who are at opposite ends of the pole is a protection in itself.

Furthermore, your theory that newspapers confine editorials to the editorial page is not borne out in actual practice; yet these newspapers are eminently successful

salesmen, in spite of the fact that they undoubtedly alienate many of their readers.

Controversy is healthy. Your course can only lead to mediocrity.

JOSEPH S. SAMPLE,
Dancer-Fitzgerald-Sample, Chicago.

A Spokesman for Weeklies Talks Back to Butler

To the Editor: May I hand you a bouquet neatly concealing a brickbat?

I got a real robust belly laugh from the last paragraph of the item, "New Guide to Fourth Estate," on Page 40 of the March 8 AA.

And I got a pain in the neck from that piece on Page 46—the one by Kenneth B. Butler about Lucius Beebe's weekly, *Territorial Enterprise and Virginia City News*. You know, we fellows in the weekly business really feel for such poor uninformed souls as Ken Butler.

It is all right for him to picture the *Virginia City News* as Beebe's playtoy. Maybe it is just that. (But, I'll bet Lucius is just playing it smart and cashing in plenty on his novelty treatment.)

Before he writes rather scornfully, however, of weeklies in "towns of under 2,000 population," he had better check with such a publisher as Delmus C. Harden of Fulton, Miss. (pop. 1,344), whose *Itawamba County Times* circulates 2,115, or Fred Hemphill of Tekamah, Neb. (1,914), whose *Plaindealer* goes into 2,093 homes—or Blair Bice, whose *Morrison's Cove Herald* in Martinsburg, Pa. (1,600) has 3,278 subscribers. So there!

Friend Butler makes quite a point of the fact that Publisher Beebe shrugs off the local supermarket ad in favor of a full page from a Reno bistro... or an ad from a New Orleans eating place. Maybe the paper doesn't have the local circulation to warrant the home town market buying space.

I wonder what Ken would think of publishers with the reverse attitude, men who like to tear their hair if they don't get food store copy but refuse liquor ads?

Among the more than 180 weeklies which are members of Greater Weeklies Associates (we have members in 28 states) 43 will accept no alcoholic advertising of any kind and 21 others will run beer ads, but none for hard likker! You don't have to agree with them, but you must respect their firm adherence to a principle. I recall one chap in New Jersey blandly turning down 48,000 lines, yet he has one of the most successful weeklies in the country.

I agree heartily with Mr. Butler on one point—I guess nearly every agency man and city newspaper man hankers to get a weekly of his own. Too bad more of them don't make it, because running a weekly can be a pretty nice life, spiritually gratifying and financially rewarding.

Don't ever forget that the weekly newspaper is the oldest printed medium of general intelligence in this country. Why, just among our Greater Weeklies newspapers: 22 have been published for more than 100 years; 12 for more than 90; 43 for more than 75, and 53 for more than 50 years.

And if you think that just because these papers have many years they also have hardening of the circulatory system, you're wrong!

At the end of 1952 our Greater Weeklies papers had a total circulation of 478,628. At the end of 1953, the total was 540,050—a gain of 61,422 during 1953.

A figure like that deserves a wolf whistle even from Ken Butler.

THOMAS E. DELANEY,
Manager, Greater Weeklies Associates, New York.

Giraffes Are in Vogue

To the Editor: In reading my copy of the March 15 issue of AA, I was stopped by the illustration of the "animal" ad accompanying your article on the advertising plans of Frankfort Distilleries (Page 61). A look at the attached proof of one of a series of news-

papers, plans call for it to break late this spring. This ad hasn't appeared in a single newspaper yet. Ouch!

R. R. RIEMENSCHNEIDER,
Account Executive, Schwimmer & Scott, Chicago.

Says Small Agency Has What's Needed for TV, Radio

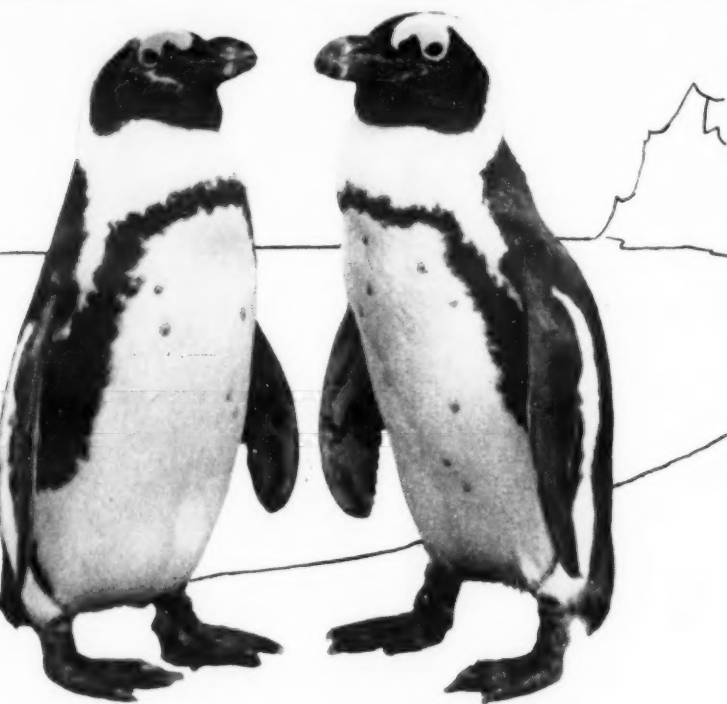
To the Editor: We don't know who wrote "Time for All Good Agencies to Come to the Aid of Their 15%" in ADVERTISING AGE of March 29 [Eye & Ear Dept.], but we'd like to say we agree wholeheartedly with the point made in it. There are, however, some subtleties in it to which we'd like to take violent exception!

You say in the first paragraph, "When the agency refused to take the cut, in at least one instance, the client shopped around until he got another agency to take his offer." Further on in the article, you imply that the agency which took the show on a non-commissionable basis was a *small* one. You question the "small boy's" ability to cope with the problem and counsel the advertiser." And later on you say, "Are the *small boys* and the network pals going to counsel you how to cut production costs by hard bargaining?"

Since when do small agencies have less ethics than larger ones? And, is this just an assumption, or do you have facts to prove it? Is the fact that an agency is small, proof that they have no brains in the outfit? In our 20-some-odd years in radio, and in tv from its inception, we have seen a lot of "office boys" servicing clients in large agencies. In a small outfit,

JUST ASK FOR MARIE:

Call WABash 2-8655 and ask for Marie Maize on your next multi-graph, mimeograph, addressing or mailing job. Quick pick-up and delivery, fast and accurate work, plenty of experienced personnel, charges always in line. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 5. (Now in our 25th successful year.)



"Look Bud!

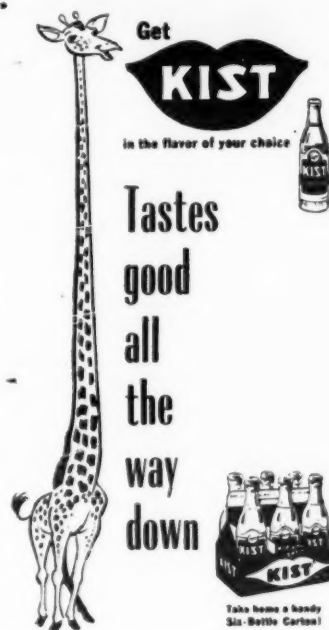
Which is who here?"

Far from being confusing, it's a joy when the hard pressed production executive finds facsimile engraver's proofs clipped to his original art

- It's a joy often repeated, too, though he and hundreds with like responsibilities have come to accept such performance as a matter of course
- They order "engravings, master-crafted by ROGERS." You too?

ROGERS ENGRAVING COMPANY
Master Craftsmen of Photo-Engraving
Member of
CHICAGO PHOTO-ENGRAVERS ASSOCIATION

2001 CALUMET AVENUE • CALUMET 5-4137 • CHICAGO 16



paper ads we have prepared for the Citrus Products Co. will show you why.

Giraffes seem to be quite popular these days; and when a giraffe is incorporated into a beverage ad it looks as if there is just one logical thing to say: "Tastes good all the way down."

The only unfortunate thing, as far as we are concerned, is that, although our campaign for Kist beverages was prepared last Sep-



"Look, Ma, we're in Newark Sunday
Newtown, too! They got 101% coverage 'way down here in Lavallette!"

Newark News
Daily and Sunday

NEWARK, NEW JERSEY

Represented nationally by O'Mara & Ormsbee, Inc.

you usually get the brains of the principals involved in your problems instead of office boys.

We know whereof we speak, for we produced "Versatile Varieties" for Bonafide Mills, a program which, by independent survey, produced an audience at the lowest cost per viewer of any show in tv. In two years, that program's ratings went up 300%. It finally passed the high-budgeted "Ford Theater" against which it was competing, doing so at between 1/8th to 1/10th of the program cost of "Ford Theater," produced by one of the "big boys." We doubt very much whether any of the "big ten" could "cut production costs by hard bargaining," any more successfully than we do for clients. We really think it's about time that the myth was exploded—that all large agencies are infallible and, conversely, that all small ones are "schmos."

Candidly, we are astonished that ADVERTISING AGE should have given that impression editorially, for we know your fairness on all subjects.

FRANCES SCOTT, Vice-President, Gibraltar Advertising Agency, New York. The "small boys" referred to were not meant to refer to small companies, but to "small boys" in a creative or ability sense.

Keep Ammunition Away from Skeptics, Reader Urges

To the Editor: On Page 40 of your issue of March 22 is a provocative headline which labels the "14-year-old I. Q." as "hokum." On the conclusion, we agree. That's what I think it is too.

In some 27 years of creative work in advertising in various corners of the world, I've got a strong feeling that this cliché is a very dangerous myth. Certainly it leads people to waste vast numbers of good advertising dollars...

The point at the moment is to rise and object when so usually astute a publication as AA attempts to answer this dangerous myth with a solemn reporting of "evidence" which seems even more mythological.

I have not had the pleasure of reading Eve Starr's tv column. Nor of knowing your Hollywood correspondent. But it would seem as if all her charm is not in the pen? An interview apparently so be-guiles as to blunt the critical faculties...

We are told about the five-letters-per-day-at random. That 1,350 letters were analyzed. A case could be made that this is an adequate sample for some broad reporting.

Let us be gallant too, and give Miss Starr credit for an almost superhuman ability to analyze "personally" without biasing the classification of her samples...so as to prove what she so obviously believed before she started the analysis...

But in drawing its broad conclusion, did AA notice—did Miss S. or your good friend in Hollywood notice:

That the letters analyzed were written in to a newspaper column; that they were voluntary letters, from people who, by definition, had something to say, the words to say it in, the leisure to write them down, the alertness to remember to do it, and 3¢ extra for such pleasures;

that these letters, even 13,500 of them, would represent absolutely no sample of the vast proportion of the people who didn't write in;

that for these reasons any projection of conclusions (however sound) based on these voluntary letters to a newspaper columnist up to any conclusion about the whole body of tv viewers is a complete non sequitor?

Let's by all means find ways to make a real probe of the tv audience. It could do all advertising a service. Let's meanwhile think

better of our fellow men than many do.

But also, I hope you will agree, let's avoid giving ammunition to the skeptics through the dangerous habit of polishing up new myths to puncture old.

ADRIAN HEAD, Westport, Conn.

'Startling Similarities' Continue to Pop Up

To the Editor: Here we go again!

Please observe the startling "similarity" between Gramercy Park Clothes ad which ran in Esquire, the New York Times Magazine and several hundred newspapers throughout the country during October and November, 1953, and the G.G.G. ad which appeared in the New York Times



"Report on Men's Wear" section this March 21.

Since the only noteworthy difference between these two ads would seem to be in the eyes of the male models, this might possibly be termed an open and shut case.

Again, observe the almost equally pronounced similarity between the Gramercy Park Clothes ad (also run in Esquire, the New York Times Magazine, and several hun-



dred newspapers last fall) and the Lebow ad in the March 20 New Yorker.

Perhaps this one might be termed a case of two agencies working hand in glove. But frankly, our client and we would be much happier if the competition found some other way to complement our efforts.

And, Mr. Editor, if you bring this plaint to their attention, we promise to try not to be guilty of the same injury to others!

CHARLES STONE, Vice-President, The Chernow Co., New York.

Report on ANA Talk Gave Reader a Double-Take

To the Editor: I did a double-take when reading your write-up of David Crane's talk before the ANA in your March 22 issue.

You reported his making the following statement: "...some printed media may suffer loss of revenue due to color tv...and that Sunday newspaper magazines will be the first to suffer a loss of advertising revenue."

In the next paragraph, he went on to say "...the Sunday newspaper is likely to suffer no loss of interest."

From the above, it would seem that either some of our advertising experts, in their desire to impart some memorable profundity, get ensnared in their own double-talk—or the AA reporter misinterpreted Mr. Crane's speech.

Not being associated with any of the Sunday supplements, I obviously haven't any ax to grind on their behalf.

I can't fathom how Mr. Crane concludes that Sunday supplements would be hurt, and yet its vehicle of distribution would remain unaffected. At the expense of waxing academic, the whole is equal to the sum of its parts. It would be no more possible for radio ratings to be unaffected by a radical change in sets-in-use.

As to color tv wreaking such immediate havoc on Sunday supplements, Mr. Crane seems to be predicting the demise of a long-

established national habit—Sunday morning being devoted to the Sunday papers. Although color tv will be a fascinatingly powerful medium, unless we switch from the Gregorian calendar, the method in which Sunday mornings will be spent is destined to remain the same despite any innovations. After all, there are certain inviolable traditions (night baseball didn't replace sex) and this is one of them.

At any rate, congratulations in keeping AA sufficiently provocative that even one usually as passive as myself is moved to make a written effort to disagree with some of that contained therein.

JACK L. MATTHEWS, Director of Media, Clinton E. Frank Inc., Chicago.

Clears Detail of Ownership

To the Editor: Thank you for the story on my auto accident in the March 29 issue in the "Getting Personal" column. One important error: R.N. is published by Nightingale Press Inc. and NOT by

Medical Economics. It's a separate corporation in which I am a stockholder also, but unfortunately I own nothing in Medical Economics. Wish I did.

I'll be out of my futuristic brace (which, by the way, is called Minerva) on May 1.

GLADYS HUSS, R.N., Nightingale Press Inc., Rutherford, N. J.

5138 Police Chiefs buy: Traffic Lights



1475 Broadway, New York City

*housewives DEMAND IT...

*grocers say so



WESTERN FAMILY MAGAZINE

*A recent private survey of Western grocers provides proof-positive that housewives do demand this great magazine.

Want proof? See your Western Family representatives in New York, Chicago, Los Angeles, San Francisco, Seattle.



GUARANTEED CIRCULATION 1,000,000 TWICE A MONTH

DISTRIBUTED THROUGH

PACIFIC MERCANTILE COMPANY AND ITS 6,875 RETAIL MEMBERS AND BY ASSOCIATED GROCERS OF COLORADO (MEMBER CENTRAL DIV. N.R.O.G.)

THE ADVERTISING MARKET PLACE

Rates: \$1.00 per line, minimum charge \$4.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$13.50 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

ADVERTISING PRODUCTION ASSISTANT

Advertising department of large food processing company requires man to help produce all types of printed material. Basic knowledge of lithography desirable. State age, qualifications, previous employers and salary.

Box 6285, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CALL BIRCH FIRST

We have the personnel you need
BIRCH PERSONNEL

59 E. Madison Ce 6-5670 Chicago

Southwestern opening with leading agency for man under 40 with sound general public relations experience. Send resume and indicate salary required.

Box 6272, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BARNARD

A service for employers and applicants in the field of advertising and publishing. Office and Professional Central 6-3178
176 W. Adams Street Chicago 3, Ill.

Merchandising Manager for folding carton manufacturer, located in midwest. Must have broad experience in creative advertising or art design, ability to meet customers and prospects and sell own ideas. Remuneration unlimited but commensurate with ability and background to perform objectives for this position. In applying give a complete resume of your background and experiences with references. Write - Box 6289, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS - PLACEMENTS

209 S. State Ha 7-1991 Chicago

National Fiction Magazine wants salesman with 1 - 2 years experience. Salary open. Write Box 6281, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Excellent Opportunity: Midwest Agency in small community wants copy-contact man. A good deal for the right person.

Box 6290, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Assistant to Publisher's Representative

Excellent opportunity for young man with space selling experience. There are three top quality publications - two consumer - one trade - in this well established Chicago office. We can use a real hard hitting, go getter. If this fits you, write.

Box 847 Advertising Age
200 E. Illinois St., Chicago 11, Ill.

"Our 43rd Year"

YOUNG AGY. COPYWRITERS

If you have had at least 1 yr. copy exper. with a recog. agy., we have openings in both adv. depts. and adv. agy. ranging from \$4,800 to \$7,000 a yr. Of course, we also have availabilities for Sr. writers, artists and acc't. execs.

GLADER CORPORATION

The Agency's Agency
Stanley D. Koch, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

SATISFIED WITH YOUR COMPANY PUBLICATION?

Expanding Chicago area business monthly offers the unusual opportunity to participate in its low costs—share our editors' time. Will handle all or part of your writing, editing, production, printing, addressing, mailing. You can also benefit by having our staff make your publication really sell your ideas.

Box 843 ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

AN EDITOR—THREE ADVERTISING SALESMEN FOR A NEW MAGAZINE

that is to be announced. It will serve the major appliance, building and home modernization field. We need an outstanding editor—one who has a reputation in this field and who has experience but who is young enough to accept this challenge. We need three presently employed advertising salesmen—Men who want substantial money for doing a hard hitting selling job. All replies very confidential but please tell us ALL in your letter.

Box 846 ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

POSITIONS WANTED

ADVERTISING - SALES PROMOTION Promotion-minded ex-newsman, public relations director, assistant advertising and sales promotion manager seeks new opportunity as advertising manager. Background in general and technical copy, layout, production and media. Sales literature, catalogs, instruction manuals, dealer aids, house organ, publicity, promotional gimmicks, trade show exhibits, and anything written. Age 32, married, college. \$7500-\$8500.

Box 6287, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PRODUCT & PACKAGE DESIGNER - TECHNICAL ILLUSTRATOR - ADV. Asst. (Industrial) Desires permanent position in South, Southwest, West.

Box 6282, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING MANAGER

Young, single woman, advertising and sales manager, five years experience with nationally known manufacturer. Extensive advertising, promotion, sales experience. Knowledge advertising art and production. Prefer Los Angeles - San Francisco.

Box 6286, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MANUFACTURER - CHICAGO AREA Age 32, family, economics degree. 2 yrs. selling tangibles, 3 yrs. selling space on top industrial and consumer magazines. Presently employed but want to apply rapid learning ability and hard work in the direction of sales promotion or advertising for progressive manufacturer.

Box 6280, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CALL BIRCH FIRST

We have the job you want
BIRCH PERSONNEL

59 E. Madison Ce 6-5670 Chicago

ALL-ROUND ADMAN: Heavy copy, contact, sales prom. experience with agencies & mfrs. Wide variety products, media - cons. & trade. Hdle copy, layout, merchandising. Strong mail order. Could be practical, budget-minded ad mgr.

Box 6288, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DIVERSIFIED AD EXPERIENCE (NEWSPAPER AND MAGAZINE) Young, aggressive, thoroughly experienced space salesman. Knows production & layout. Box 6384, ADVERTISING AGE, 801 Second Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

PUBLISHERS

WHAT DO YOU DO when your competition gets your advertising? Do you sit back and wonder what happened, or do you take action? A dynamic publisher's organization which combines experience with energy and offers intensive coverage of Eastern territory can be your answer, if action is your byword. A new approach, a change in personalities, and above all, a representative with persistence and punch can bring advertising to your magazine.

Box 6271, ADVERTISING AGE
801 Second Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

AD AGENCY FOR SALE Unusual opportunity to buy small Mich. Ave. agency. About 1746 sq. ft. Office equipment available. Flexible terms. Can include corporate loss carry-over.

Box 6291, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS

THINK

That's what "Portrait in Thoughts" does for you - 2 line gim-ericks. Send \$1.50 J. Churchill Box 1128 Grand Central NY 17

Newest, space-saving WORKBENCH: 1. 48" w. 24" h. 33"; compl. equipped, shipped FOB knocked down, minutes assembled, only \$9.95. RIOLEMA, Palatka, Fla.

FINE AGRICULTURAL ART

Write for illustrated brochure.

JOHN ANDREWS
7265 No. 36 Omaha, Nebraska

CREATIVE AD-WOMAN

in fabulous San Francisco wants \$15,000-a-year job

I'm in my thirties—creative, versatile, dependable, emotionally mature, enthusiastic, easy to work with. 14 years solid, down-to-earth, varied N. Y. and Chicago experience: creative planning, copy writing—print, TV, radio, copy chief, art director, account executive in top 4-A ad agencies; department store, fashion merchandising, mail order catalog. Plus that, I've been teaching Advanced Advertising for 3 years at large university. I'm interested only in a job with challenge, responsibility, interest and \$15,000 a year . . . and it must be in Baghdad-by-the-Bay!

Box 842, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.



X-RAY EDDIE—Shown at center is Bauer & Black's inflatable, plastic anatomical model, "X-Ray Eddie," under inspection by (in the usual order) Robert C. Preble, president of Encyclopaedia Britannica; Millard B. Deutsch, head of Industrial America Inc., and Daniel MacMaster, director of Chicago's Museum of Science and Industry. Eddie is included in one of the educational hobby kits now being produced by five leading corporations under the direction of Industrial America. The kits go on sale this fall.

Leading Industrial Firms Join in Educational Hobby Kits Program

(Continued from Page 3)

series of kits carrying the junior geologist, physician, etc., right on into college technical programs.

Meanwhile, elaborate marketing arrangements are being made to put the current five beginners' kits on the market coast-to-coast in September. Industrial America itself functions as a wholesaler, repacker and distributor for the kits produced by the collaborating corporations. It has already lined up major manufacturers' representatives in the toy field to sell the kits to stores.

Over the past two years of development (since he got the idea while trying in vain to answer his ten-year-old son's questions on how radio "works"), Mr. Deutsch has also lined up an impressive list of participants besides the companies mentioned. These include Encyclopaedia Britannica, which is producing the instruction

booklets that accompany the kits; Chicago's Museum of Science and Industry, which helped the participating industries develop the kits, and the University of Chicago's Lab. School, which offered help in directing the right levels of activity at the right ages.

In addition, he has found no dearth of favorable comment, ranging from government officials like Under Secretary of Commerce Walter Williams to educators like Dr. George B. Stoddard, chairman of the Educational Television & Radio Center of the U. S.

This may seem like a lot of fuss to be made over something to amuse the offspring, but Mr. Deutsch offers some compelling reasons. For one thing, as far as the participating companies are concerned, there is the public relations value of making a contribution to education.

For another, there is the advertising angle: It doesn't hurt at all for, say, Bauer & Black to be merchandising its name to future consumers while they're "impressionable," Mr. Deutsch points out.

Most important, however, to all the industries involved is this growing shortage of skilled technicians. In consequence, all the American Industry kits are carefully designed toward the ultimate end of producing trained technologists for the industry—or company—concerned.

As the junior scientist completes each progressive kit program he is issued a certificate of achievement—and the kit-producer makes a note to "keep an eye on him." Eventually, as Mr. Deutsch sees it, the junior gemologist, or whatever, will be in line for one of the growing number of industry-sponsored college scholarships.

A look at the kits seems to bear this out. America Optical Co.'s kit, for example, contains enough high-quality lenses, mirrors, prisms and color filters to make, among other things, four different types of telescopes, two microscopes and a periscope.

Taylor's weather kit contains materials for making a barometer, a cloud speed and direction indicator, a hygrometer, two thermometers, compass, ground wind velocity and direction indicator and rain gauge.

RCA's electronics kit, Gemological Institute's rock detective kit and Bauer & Black's medical ensemble are equally elaborate, with the same emphasis on putting-it-together and (via instruction books) what-to-do-with-it.

All in all, it is safe to predict

IF YOU ALMOST NEED A GOOD ADVERTISING DEPARTMENT

but there just isn't enough to keep a man busy full time, then you need my services. Can create comprehensive layouts and write selling copy—follow thru all advertising and printing production—design modern packages. Will consider Free Lance, Consulting basis, or full time position as Advertising Manager.

WELLINGTON W. BROTHERS

220 South Blvd., Evanston, Ill. • UN 4-6389

YOUNG CREATIVE MAN

8 yrs. agency experience with consumer and industrial accounts in copy-contact. Background in furniture, housewares, fashion. Offers intelligent, creative approach. Chicago, Ohio, Mich. areas.

Box 845 ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

ACCOUNT SUPERVISOR

Top calibre agency exec., under 45, to head up important food group with major 4A agency. High 5-figure salary plus stock participation. Write or phone in complete confidence:

Jerry Fields

JOBS UNLIMITED

Advertising Personnel Specialists
16 EAST 50 ST. Plaza 3-4123

MIDWEST REPRESENTATION

An experienced and reliable advertising representative is available to industrial publications needing improved coverage of Midwestern accounts. Wide acquaintance among industrial advertisers and agencies in Chicago and surrounding territory.

This representative is the old-fashioned kind who keeps his transom closed and his mileage high. If your book has a real market and you can prove reader interest, let's get together for mutual profits.

Box 849 ADVERTISING AGE
200 E. Illinois St. Chicago 11, Ill.

that, even at \$10-to-\$30 per kit, the firms involved are getting their satisfactions elsewhere than in immediate profit—they should be doing well just to make costs.

So far, Industrial America has not retained an agency or announced any advertising plans, though Laurin H. Healy, public relations counselor for the firm, admits that the possibilities are enormous, considering the industrial giants involved.

Right now, the firm is out lining up further members for its hobby kit seminar. Among the companies which have showed interest are: Aluminum Co. of America, American Telephone & Telegraph, Bakelite Co., Eastman Kodak, General Electric, General Motors, General Time Corp., Goodyear Tire & Rubber Co., Otis Elevator Co. and United Air Lines.

'Harper's Bazaar' Adds Three

James A. Mulcahey, formerly owner of the Country Shop, Stamford, Conn., has joined Harper's Bazaar, New York, as an advertising salesman on retailing and manufacturing accounts. Jane Blair, previously with Street & Smith, will handle travel and liquor accounts, and Carrie Hubbell, who has joined Harper's Bazaar from Reuben H. Donnelley Corp., will sell space in the magazine's shopping bazaar.

O'Neill Appoints Edholm

W. O. Edholm, formerly v.p. and general sales manager of KFMB and KFMB-TV, San Diego, has been appointed commercial manager of O'Neill Broadcasting Co., operator of KJEO-TV, Fresno.



HOME FOR AGENCY MEN—Another agency to get away from the heart of town for its creative efforts is Spitz Advertising Agency, Syracuse, which has taken over this house at 530 Oak St. in Syracuse. The 16-room house, built in 1896, has been remodeled to include a test kitchen, research library and tv film viewing room. The agency's name was changed from William Spitz & Co. with the move.

Ford Motor Gets Special Public Relations Award

NEW YORK, April 6—The Ford Motor Co. today received a special award, honoring its 50th anniversary promotion in 1953 as the "Public Relations Event of the Year."

The award was presented by the American Public Relations Assn. Fifteen silver anvil trophies and 27 certificates for outstanding achievement in public relations programs also were presented to the following:

- Manufacturing:** General Mills, Minneapolis, trophy; British American Oil Co. Ltd., Toronto, certificate.
- Distribution and Marketing:** Mars Inc., Chicago, trophy; Wolverine Tube Division, Calumet & Hecla, Detroit, certificate.
- Labor Relations:** Garrett Corp., Los Angeles, trophy; Firestone Tire & Rubber Co., Akron; Scott Paper Co., Chester, Pa.; Telechron Department of General Electric Co., Ashland, Mass., certificates.
- Trade Associations:** National Assn. of Home Builders, Washington, trophy; Evansville Manufacturers' and Employers' Assn., Evansville, Ind.; Florist Information Council, Chicago; National Lumber Manufacturers' Assn., Washington; National Paint, Varnish and Lacquer Assn., Washington, certificates.
- Government:** National Guard Bureau, Washington, trophy; Infantry Center, Ft. Benning, Ga.; Republic of Liberia, certificates.
- Agriculture:** New Holland Machine Co., New Holland, Pa., trophy; American Aberdeen-Angus Breeders' Assn., Chicago;

- American Tobacco Co., New York; Michigan Beet Sugar Acreage Campaign, Detroit, certificates.
- Transportation:** Western Pacific Railroad, San Francisco, trophy; Fiftieth Anniversary of Powered Flight, Washington; Goodyear Tire & Rubber Co., Akron, certificates.
- Educational Institutions and Organizations:** Anti-Defamation League of B'nai B'rith, New York, trophy; Emory University, Atlanta; National Wild Life Federation, Washington; University of Tulsa, Tulsa, certificates.
- Banking, Finance and Insurance:** Blue Cross Plan for Hospital Care-Blue Shield Plan of Illinois, Chicago; Associated Hospital Service, Philadelphia; Manhattan Savings Bank, New York, certificates.

- Utilities:** Cleveland Electric Illuminating Co., Cleveland, trophy.
- Community Services:** Community of Greater Springfield, Mass., trophy; Goodwill Industries of America, certificate.
- Communications:** Business Week, trophy; Crosley Broadcasting Co., Cincinnati; Illinois Bell Telephone Co.; WBNS, radio station, Columbus, certificates.
- Community Relations:** Alcoa, Massena, N. Y., trophy; Kellogg Co., Battle Creek, Mich., certificate.
- International Public Relations:** Royal Netherlands Industry Fair, Utrecht, Holland, trophy; CARE, New York, certificate.

copy chief at Warwick & Legler for nine years before joining K&E. Mr. Olson joined the agency in 1951 as a copywriter. He is a former senior editor of Time and has also been with Earl Newsom Co. and Paramount Pictures.

Texas Papers Name Branham

Express Publishing Co., San Antonio, has named the Branham Co. to represent the San Antonio Express and the San Antonio News, morning and evening dailies, respectively. Lionel Berry, with the papers for four years, has been promoted to manager of general advertising.

Names Brady, Olson V. P. s

Copy supervisors Barrett Brady and Sidney Olson have been named v.p.s of Kenyon & Eckhardt, New York. Mr. Brady was v.p. and

This you should know!



The **TORONTO DAILY STAR** is read by more than **63%** of all adult daily newspaper readers in the Toronto A.B.C. City Zone

Source: Sanders Marketing Research

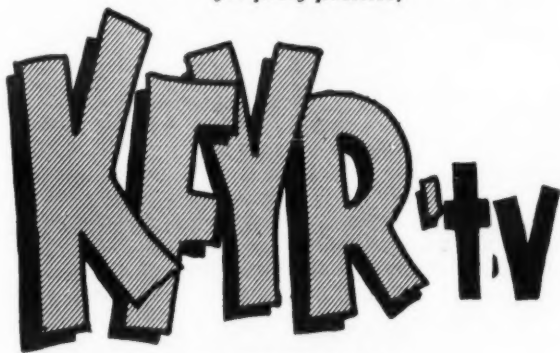
Ken Butler's New Handbook on Publication Layout!
AN INVALUABLE COMPANION AND SOURCEBOOK FOR EDITORS AND LAYOUT MEN

Headline Design
by Kenneth B. BUTLER, author of EFFECTIVE ILLUSTRATION

\$3.75 BUTLER TYPO-DESIGN
BOX 324, MENDOTA, ILLINOIS

NEW "TV Capitol of the Midwest"

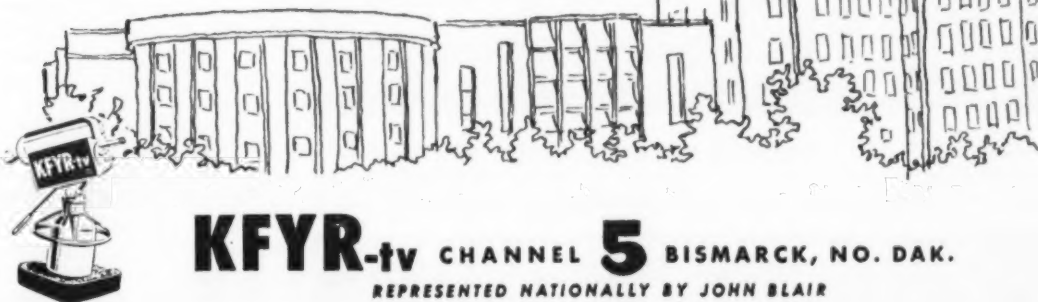
(*No idle boast - read copy below for proof positive)



TELECASTING ON CHANNEL 5 BISMARCK, NO. DAK.

Telecasting from atop the State Capitol building, KFYZ-TV delivers unrivalled coverage in the wealthy, Midwest farm belt—and throughout the heart of the oil-rich Williston Basin. KFYZ-TV guarantees a ready-made, responsive buying audience, built up through years of top-flight radio programming.

NBC • DUMONT • CBS



KFYZ-TV CHANNEL 5 BISMARCK, NO. DAK.
REPRESENTED NATIONALLY BY JOHN BLAIR

TEST Market TEST

How **RIGHT in SIZE is ROANOKE** as a Test Market?

Of 15 retail trading centers in the 16 county Roanoke Area, Roanoke City alone accounts for over half of all sales. Roanoke is the undisputed center for over a half billion dollars yearly business activity in an area of 450,000 population—large enough to reflect the Nation, yet small enough to facilitate efficient sales checks. one of many reasons why **ROANOKE is an IDEAL TEST MARKET!**

ROANOKE TIMES AND WORLD-NEWS
ROANOKE VIRGINIA
SAWYER - FERGUSON - WALKER CO. National Representatives

Write for complimentary copy of prize winning brochure, Portrait of A Newspaper Market explaining Roanoke and its test market qualifications. 430 West 42nd Street, New York 37, N. Y.

Boston 'Post' Buys WCOP

John Fox, financier and owner of the *Boston Post*, has purchased WCOP, am and fm, Boston, from T. B. Baker Jr., Alvin Beaman and Roy V. Whisnand for a reported \$210,000. No change in staff or programming is planned at present for the 19-year-old station. Mr. Whisnand will continue as general manager.

Judy Joins Pacific National

Clayton Judy, formerly with Northwest Advertising Service, Portland, Ore., has been appointed an account executive in the Portland office of Pacific National Advertising Agency.

Now! low-cost, trouble-free animation for your display with HANKSCRAFT battery-operated DISPLAY MOTORS

- Effective, full, correct silent motion
- Long sustained motion provided by standard flashlight battery
- Economical, safe, dependable
- Lightweight, compact, self-contained
- No electrical outlet needed

Write for FREE display manual and price list, information on basic models, special applications, and free engineering service.

HANKSCRAFT CO., Reedsburg, Wis.
In Canada: Hanksraft (Canada) Ltd. Toronto

Coming Conventions

April 11-13. Institute of Newspaper Controllers & Finance Officers, national spring conference, Jefferson Hotel, Richmond, Va.

April 12-18. National Advertising Agency Network, management conference, Boca Raton, Fla.

April 20-22. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 22-24. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 23-25. Fourth District, Advertising Federation of America, annual convention, Soreno Hotel, St. Petersburg, Fla.

April 28. Brand Names Day, annual convention, Brand Names Foundation, Waldorf-Astoria, New York.

April 29-May 1. Southern California Advertising Agencies Assn., Deep Well Ranch, Palm Springs.

May 4-7. Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto.

May 9-12. National Newspaper Promotion Assn., annual convention, Andrew Jackson Hotel, Nashville, Tenn.

May 13-14. Public Utilities Advertising Assn., Hotel Statler, Boston.

May 14. International Advertising Assn. (formerly Export Advertising Assn.), sixth annual convention, Hotel Plaza, New York.

May 23-27. National Assn. of Radio and Television Broadcasters, annual convention, Palmer House, Chicago.



CLOSE-UP BEAUTY—Marilyn Monroe smiles out of this new House of Westmore ad which points out that when Miss Monroe's face is stretched out across 80' of one of the new giant screens, her complexion must be perfect. The ad runs in *The American Weekly*, *Life*, *Photoplay*, *Screenland*, *Silver Screen* and *Today's Woman*. Kiesewetter, Baker, Hagedorn & Smith, New York, is the Westmore agency.

May 24-25. Inland Daily Press Assn., spring meeting, Congress Hotel, Chicago.

May 24-26. National Assn. of Transportation Advertising, 13th annual meeting, Blackstone Hotel, Chicago.

May 24-30. National Business Publications, annual spring meeting, White Face Inn, Lake Placid, N. Y.

June 2-4. National Sales Executives convention and sales equipment fair, Conrad Hilton Hotel, Chicago.

June 2-6. Associated Business Publications, 29th annual spring conference, The Homestead, Hot Springs, Va.

June 6-8. Magazine Publishers Assn., 35th annual meeting, the Greenbrier, White Sulphur Springs, W. Va.

June 13-16. American Marketing Assn., annual conference, Ambassador Hotel, Atlantic City.

June 14-17. National Industrial Advertisers Assn., 32nd annual convention, Hotel Sheraton-Mt. Royal, Montreal, Can.

June 16-17. National conference of business paper editors, Washington, D. C.

June 20-23. Advertising Federation of America, 50th annual convention, Hotel Statler, Boston.

June 20-24. Assn. of Newspaper Classified Advertising Managers, annual convention, New Orleans.

June 23. U. S. Trade Mark Assn., annual meeting, Hotel Pierre, New York.

June 27-30. Advertising Assn. of the West, 1st annual convention, Hotel Utah, Salt Lake City.

July 3-4. National Assn. of Advertising Distributors, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 18-21. Advertising Specialty National Assn., annual specialty fair, Palmer House, Chicago.

Sept. 26-29. Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Cal.

Sept. 26-30. Financial Public Relations Assn., annual convention, Hotel Statler, Washington, D. C.

Oct. 4-5. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 9-12. Mail Advertising Service Assn., annual convention, Hotel Statler, Boston.

Oct. 13-15. Direct Mail Advertising Assn., annual convention, Hotel Statler, Boston.

Oct. 18-19. Agricultural Publishers Assn., annual convention, Chicago Athletic Club, Chicago.

Oct. 18-19. Boston Conference on Distribution, 26th annual conference, Hotel Statler, Boston.

Oct. 21-22. Audit Bureau of Circulations, 40th annual meeting, Drake Hotel, Chicago.

Oct. 31-Nov. 2. Screen Process Printing Assn., annual convention, Hotel Jefferson, St. Louis.

Nov. 7-11. Outdoor Advertising Assn. of America, annual convention, Hotel Commodore, New York.

Basford Adds Three

G. M. Basford Co., New York, has been appointed to handle advertising for the following three subsidiaries of Neptune Meter Co.: Revere Corp. of America, Wallingford, Conn., which manufactures liquid switches for aircraft; Thermal Harness Co., Meriden, Conn., which makes special equipment for aircraft, and Electronic Signal & Instrument Co., Meriden maker of toll road signal equipment.

Two Join NBC Film Division

Frank Howell, formerly of Borsch & Co., and Robert Miehle, previously of Harriet Hubbard Ayer Inc., have been added to the Chicago sales staff of the NBC film division.

Network Gross Time Charges

Source: Publishers Information Bureau

	NETWORK RADIO		NETWORK TELEVISION	
	Feb. 1954	Feb. 1953	Jan.-Feb. 1954	Jan.-Feb. 1953
American Broadcasting Co.	\$ 2,494,737	\$ 2,538,663	\$ 5,325,391	\$ 5,213,285
Columbia Broadcasting System ..	4,775,564	4,670,833	9,968,470	9,827,981
Mutual Broadcasting System ..	1,695,804	1,638,075	3,501,576	3,424,209
National Broadcasting Co.	3,176,849	3,813,602	6,568,722	8,074,157
Total	\$12,142,954	\$12,661,173	\$25,364,159	\$26,539,632

	NETWORK RADIO TOTALS BY MONTHS			
	ABC	CBS	MBS	NBC
January	\$ 2,830,654	\$ 5,192,906	\$ 1,805,772*	\$ 3,391,873
February	2,494,737	4,775,564	1,695,804	3,176,849
Total	\$ 5,325,391	\$ 9,968,470	\$ 3,501,576	\$ 6,568,722

	NETWORK TELEVISION TOTALS BY MONTHS			
	ABC	CBS	DuMONT	NBC
January	\$ 2,780,574	\$10,713,329	\$ 1,445,608	\$10,116,937
February	2,502,372	9,965,481	1,118,447	9,503,309
Total	\$ 5,282,946	\$20,678,810	\$ 2,564,055	\$19,620,246

* Revised as of March 29, 1954

Ranko-Schank Alters Name

Ranko-Schank, New York, has changed its name to Schank Advertising Agency. The agency was started in 1946 by Bernard L. Schank. Two years ago Leonard A. Ranko became a partner and art director. Mr. Ranko has left the agency to reopen his own art studio.

Amana Buys CBS Radio Show

Amana Refrigeration Inc., Amana, Ia., has bought "People Are Funny" for a summer series over CBS Radio. The contract covers 15 programs. Amana also sponsored the show last summer. Maury, Lee & Marshall, New York, is the agency for Amana.

Gillette Razor Elects Two

Gillette Safety Razor Co., a division of Gillette Co., Boston, has elected Robert S. Perry and Meyer J. Schnitzler, v.p.s. Mr. Perry has been director of market research of both companies since 1949. Mr. Schnitzler is director of product research for the division and a member of the research staff of Gillette Co.

IF IT'S FREE it's no good...for us
and not so good for you, either. You lose lineage, punch, good looks. Let us explain this a little further through our booklet. It's yours...for asking.
JAY P. WALK ADVERTISING TYPOGRAPHY
Telephone MO 4-6134 • 11 E. Hubbard, Chicago 11

more military buyers will read THE MILITARY MARKET than any other publication in its field



● With a circulation guarantee of 15,000 per month, **The Military Market** gives your ad widest coverage of the officers who make the buying decisions for the 3½ million U.S. Armed Forces consumers with an 8 billion dollar spendable yearly income.

The Military Market is published by experienced military trade paper experts. Thorough readership is insured by news and editorials of world-wide military merchandising interest.

The Military Market is the surest way to tell your story and present your product to the purchasing officers who buy for the vast market of Exchanges, Commissaries, Clubs and Messes.

Get advertising rates and "How to Sell" information from our nearest representatives.

HIGHEST readership among military buyers • MOST coverage per ad dollar

Circulation Guarantee: 15,000 per month
The Military Market
The Monthly Magazine for Military Buyers Everywhere

ARMY TIMES PUBLISHING CO. 3132 M St., N.W., Washington 7, D. C.
publishers of
ARMY TIMES • AIR FORCE TIMES • NAVY TIMES • AIR FORCE DAILY, The American Daily in Europe

NEW YORK: 41 East 42nd St. • LOS ANGELES: 6399 Wilshire Blvd.
CHICAGO: 203 N. Wabash Ave. • SAN FRANCISCO: Monadnock Bldg.
PHILADELPHIA: R. W. McCamey, 1015 Chestnut St. • BOSTON: John Hancock Bldg.
LONDON • FRANKFURT • PARIS • ROME • TOKYO • CASABLANCA



A SEPARATE BILLION-DOLLAR MARKET IN THE PALM OF YOUR HAND

No other newspaper in Northern California provides the coverage and home-delivered circulation in the Metropolitan Oakland Area's separate billion dollar market.

One paper does the job in the Metropolitan Oakland Area

Oakland Tribune
CRESMER & WOODWARD, INC.
National Representatives Including Sunday Magazine Section

Rising Coffee Prices Expected to Lift Sales of Instant Blends 28% This Year

(Continued from Page 1)

regional, and the bulk of the business is concentrated in these six brands: Nescafe, Borden's, Standard Brands' Chase & Sanborn, American Home Foods' G. Washington, Maxwell House and Sanka, both General Foods Corp. products.

Instant coffee has made great postwar period gains, especially in metropolitan areas, and where there is a high proportion of working women. (They apparently appreciate the time-saving in instant coffee when whipping up a breakfast for husband and wife when both must be at work soon.)

Instant coffee dates back 100 years to when Gail Borden, founder of the Borden Co., experimented with "instant" or concentrated coffee in 1853. He got a British patent on his process for making a coffee extract in 1856. A Japanese, Dr. Sartori Kato, produced a soluble tea in 1899 and a soluble coffee in the same year. His Kato Koffee was sold at the Pan-American Exposition of 1901.

■ In 1906, one George Washington (an English-Belgian, not the founding father) discovered in Guatemala that coffee could be made soluble, and by 1909 developed a soluble product.

This later became G. Washington's Prepared Coffee and later G. Washington's Instant Coffee.

Rivals appeared, the most successful in the 1918-30 era being Baker Importing Co.'s Barrington Hall. In the '30s, instant coffee took another spurt, thanks largely to Nestle's introduction of Nescafe in 1939.

Still in the immediate prewar years, the soluble coffee market was about 10,000,000 lbs. Then the army bought 257,500,000 lbs. of coffee concentrates between 1942 and 1945. In the immediate postwar years, relatively few instant makers were in operation, but as instant sales rose, practically all major coffee companies (and lots of minor ones) added instant coffees to their lines.

■ The stake, of course, is the giant coffee business—which is estimated to be about \$1,500,000,000 through grocery outlets alone, or 4% of all grocery store sales.

The Pan-American Coffee Bureau says that instant coffee a year ago represented about 10% of all coffee consumed in all age groups except those 60 years of age and older, where 13% was represented by instant. Instant coffee purchases were highest in the Middle Atlantic states.

Six months ago, Sam Barton, president of Market Research Corp. of America, unveiled some basic facts about the coffee market for the National Coffee Assn. He pointed out that coffee comes close to being a universal beverage—98% of American families buy it—but it is consumed unequally. The quartile family heaviest user of regular plus instant blends uses around 74 lbs. of coffee a year, or more than eight times as much as the quartile light user, which consumes 9 lbs. a year.

■ Mr. Barton also pointed out that families bought coffee in an unpredictable way from an income standpoint. Among families with income of less than \$3,000 a year, 4% bought coffee priced at more than \$1 a pound; among families with incomes from \$3,000 to \$6,000, 4% also bought over-\$1-a-pound coffee, and families with over \$6,000, 7% bought coffee priced at over \$1 a pound.

At the same time, a higher proportion of \$6,000-and-more fam-

ilies (42%) bought coffee priced under 85¢ a pound than did the under \$3,000 families (34%). In an over-all analysis, upper-income families paid an average of 86¢ a pound for coffee and lower-income families paid an average of 88¢ a pound.

COFFEE ROASTER AD SAYS MIX TO SAVE

NEW YORK, April 8—S. A. Schonbrunn Co. next week will begin urging that its Medaglia D'Oro, a strong Italian coffee, be blended with regular coffee as a means of cutting coffee costs.

Newspaper ads will claim that by mixing a pound of regular coffee with 1/4 lb. of Medaglia D'Oro, consumers can get as many cups of coffee as from two pounds of ordinary coffee. The saving comes to 75¢, the roaster claims.

The copy also suggests that consumers use half as much regular coffee as usual and add a teaspoon of the Italian blend. The ad is backed with a money back guarantee.

Kiesewetter, Baker, Hagedorn & Smith is the agency.

Three Top Lentheric Officials Resign; Adman Takes Over

NEW YORK, April 6—When the dust on Fifth Ave. settled last week the president, exec. v.p., and administrative v.p. of Lentheric perfumes had all resigned. No explanation was offered by Mathieson Chemical Corp., Baltimore, which in October, 1952, purchased Lentheric and Squibb and made them Mathieson divisions.

Charles S. Gage, who resigned as president of Lentheric and as president of Mathieson Products Corp., will be succeeded by a young advertising man, H. E. Petersen. Mr. Petersen moves over from Squibb, where he was assistant to the v.p. in charge of marketing and advertising. Lentheric will no longer have a president, so Mr. Petersen, who is in his thirties, will be v.p. and general manager.

■ The other resignations accepted by Mathieson were those of W. D. Canaday, exec. v.p., and Frank Wild, administrative v.p. Their successors were not named.

Other Lentheric officials, who termed the moves a "general reorganization," said it was not expected that the division would change either advertising officials or its agency (Cunningham & Walsh).

'Mobile Homes' Moves

Mobile Homes, Chicago, has moved to larger quarters at 59 E. Madison St. The magazine has appointed Frank X. Walker, Miami, as advertising sales representative in the southeastern states.



J. F. O'KEEFE JR., formerly director of sales and advertising of Red Dot Foods Inc., Madison, Wis., has been appointed director of merchandising of Schwimmer & Scott, Chicago agency.



DEBUT—Newest entry in the instant coffee market is Beech-Nut Packing Co., Canajoharie, N. Y. In two-oz. and four-oz. glass jars, the product is being distributed in most of New York state (except New York City) and in Providence and Florida. Full distribution is planned by fall. No advertising plans have been announced. Kenyon & Eckhardt, New York, is the agency.

Columbia Scoops Dealers with New Record Club Plan

(Continued from Page 1)

Columbia Masterworks 12" 33 1/2 r.p.m. discs; one for 10" 33 1/2 r.p.m. popular records, and a third involving children's records, including 10" 78 r.p.m. and 7" 45 r.p.m.

■ The basic plan offers members one "dividend" record for every three bought at the list price. Charter members who apply before May 1 are entitled to one free record for every one purchased in their original orders.

In another "super special offer for charter members only," Columbia also offered a choice of two record players at prices around 20% below the local retail price. Consumer prospects were asked to respond either by return mail or through their local dealers.

A covering letter was also sent to dealers in this area, explaining the plan. However, it failed to reach them until after the promotion was under way. Columbia officials in New York admitted that this had caused a "mix-up" and some complaints from retailers.

■ "We can assure you of full mark-up; we will furnish the dividend records to your subscribers," the letter assured Columbia dealers. "Further, we will do all that we can with people who write to us to direct them to their Columbia dealers."

"Remember, we are not after volume in this plan," the letter added. "What we are seeking is new record customers for you."

"The mail-order business is a flourishing nationwide activity. Why not localize it and get your share of the business and the profits?"

Sets Brownie Coupon Drive

Waffle Corp. of America, Philadelphia, will launch a coupon promotion in Baltimore, Boston and New York April 26, to introduce Downyflake frozen brownies to new users. A coupon in the Downyflake waffle package will be worth 10¢ towards the purchase of frozen brownies. Large space newspaper ads will be used to promote the 500,000 coupons which will be circulated. J. M. Korn & Co., Philadelphia, is the agency.

Boosts George Storer Jr.

George B. Storer Jr., managing director of KGBS and KGBS-TV, San Antonio, has been named v.p. in charge of planning and finance for Storer Broadcasting Co. His office will be at the company's headquarters in Miami Beach. Succeeding him as managing director of the Texas stations will be Bill Michaels, who now holds the title of manager.

Nobody's Rushing to Pick Up Tab for McCarthy's 'See It Now' Film

(Continued from Page 1)

reply. The sponsor referred the query to CBS Television, which produces the show for Alcoa, as well as selling the advertiser the time.

■ An executive of CBS-TV said the senator did not get in touch with the network about arrangements for paying for the film costs in advance and that the network had not received a bill for the McCarthy film. Until such a statement arrives nobody at the network would answer the question as to whether CBS-TV would pay if asked to do so. Mr. Murrow was quoted as saying that he would not pay for the film, since he had invited the senator to appear live.

Alcoa pays a talent-production package price of about \$20,000 a week for this 30-minute show. Production expenses this week when Sen. McCarthy took up most of the time would include the fixed studio facilities charges, covering technicians, etc., Mr. Murrow's fee and program overhead.

■ Newspaper guesses put the cost of the McCarthy film at from \$6,000 to \$7,500. An official of 20th Century Fox said these estimates were much too high. He said the film probably cost a good deal less than \$5,000.

Harriet Van Horne, in the *New York World-Telegram & Sun*, reported that the senator had Publicist Carl Byoir, Columnist George Sokolsky and representatives of BBDO and Young & Rubicam on hand to advise him.

Young & Rubicam denied that the agency officially had anything to do with the production. The agency said it had not played any official role as a political adviser since President Eisenhower's campaign for the Republican nomination.

■ A Y&R spokesman, who was highly annoyed by the reports, said the best he could find out was that there was no one from the agency there—even on his own time as an individual.

BBDO said the agency, as such, had nothing to do with the making of the film, though there was a BBDO man—described as "far from being an executive"—in the studio, on his own time. It was pointed out that the agency leaves its employees free to indulge in any outside business activities they care to, so long as they are not working for corporations which are competitive with BBDO clients.

The Wisconsin solon also made

WANTED: BELIEVERS

THAT SENATOR MCCARTHY PRACTICED CALIFORNIA BRAND AND DEBIT ON THE UNITED STATES SENATE AND ON THE PEOPLE OF THE COUNTRY

THEY BELIEVE—Over 50 "believers" of William Benton's charges against Sen. McCarthy took this coupon page in New York papers last week to recruit fellow-believers and funds.

advertising news indirectly last week in another medium. A group headed by Orton H. Hicks, an executive of Loew's International, ran full-page ads in New York papers asking support from people who believed former Sen. Bill Benton's charges against McCarthy.

Sen. McCarthy recently withdrew a libel suit against Mr. Benton because McCarthy said his lawyers couldn't find anyone who believed the Benton charges made against him. The Hicks ad repeated those charges and asked people who believed them to sign a statement to that effect. The group also asked for contributions to continue an ad campaign aimed at getting the charges thoroughly investigated by bringing them to the attention of the U. S. Senate, Attorney General and the Bureau of Internal Revenue.

Player-Adman Talks Threaten Baseball, Sen. Johnson Says

WASHINGTON, April 8—A Senate judiciary subcommittee was told today that Harry Renfro, D'Arcy Advertising Agency, St. Louis, account man, had indicated a willingness to find a radio job for Chicago Cub catcher Joe Garagiola.

The Renfro-Garagiola conversations were cited by Sen. Edwin C. Johnson (D., Colo.) as proof that corporations—particularly breweries—should be kept out of baseball.

Sen. Johnson contended that discussions between the ball player and the ad man are a form of "tampering" which is prohibited by baseball rules.

What would happen, he asked, if it became common practice for business men to offer job opportunities to star players connected with rival teams?

■ Garagiola contended there was nothing unwholesome about the situation. Noting that he bats only .250, he said, "Nobody is much interested in a player with my average; I was merely looking to the future."

He said he asked Renfro what could be done in the way of a job and that Renfro told him it should be possible for him to get a 15-minute radio program that would pay \$12,000.

Sen. Johnson pointed out, however, that D'Arcy is the agency for Anheuser-Busch. August A. Busch Jr., president of the brewery, owns the St. Louis Cardinals, and Johnson has been contending that his entry into baseball is an unwholesome development for the professional sport.

After the hearing, Sen. Everett Dirksen (R., Ill.) commented that he finds it impossible to take Johnson's proposed legislation seriously. Sen. Johnson would force Busch and other corporations out of baseball by depriving their teams of the anti-trust immunity which enables baseball to control its players' contracts.

Gair Did Old Taylor Carton

In its March 29 issue, ADVERTISING AGE inadvertently stated that the producer of the award-winning Old Taylor whisky carton for National Distillers Products Corp. was Old Dominion Box Co. Robert Gair & Co., New York, designed the Old Taylor carton, as well as that of Brownell & Field Co.'s Autocrat tea, another winner in the Folding Paper Box Assn. of America competition.

Keveson Leaves Agency

Peter Keveson has resigned as v.p. of Lennen & Newell, New York. Mr. Keveson was in charge

of radio-tv copy for the P. Lorillard Co. account. His duties have been absorbed by other executives in the agency.

On the International Scene...

British Plan Expedition to U. S. to Study Detergents in Native Habitat

LONDON, April 6—Britain is going to send two investigators to the U. S. to study the effects of the growing use of synthetic detergents.

This is one of the decisions announced in a preliminary report by a special committee set up last year by the Ministry of Housing and Local Government.

The committee found no evidence to "justify any immediate alarm by users or the public health services." It reported that detergents—like ordinary soap—may lead to dermatitis on the hands of some users.

But it said that "in spite of the widespread use of synthetic detergents throughout the country, the incidence of dermatitis is not significantly greater than it was when soaps and alkalis, or preparations based on them, were the only common washing products."

The committee stressed, however, the importance of having hands rinsed thoroughly in cold water and dried after use of any washing product, whatever the type. It urged manufacturers to emphasize the advantages of this on packages. And the committee added:

"It would also be helpful if

some better means could be found of educating housewives as to the quantities of synthetic detergent preparations necessary for particular purposes."

The government committee found that the most serious effect of the use of detergents was the "nuisance" caused in sewage works. Detergents produce foam and the committee said this foam is now showing up at many sewage works—sometimes to a height of several feet—during the aeration stages of purification.

"At some sewage works this foam causes not merely serious inconveniences, but danger to the operators," the committee reported.

It is possible that the use of detergents may affect the "efficiency of sewage treatment, the condition of rivers and the purity of water supplies," it added.

All of these questions will be investigated further by the committee, which is continuing its re-

£1,500 LUX

Trousseau Competition!

First prize £150 and a Trousseau Item!
Second prize £100 and a Trousseau Item!
Third prize £50 and a Trousseau Item!
Up to 50 opportunities of 50 each will be awarded to writers (English and American) to win a Trousseau Item!

ENGLISH SOAP WAR—Seeking to steal the thunder from the detergents, Lever Bros. Ltd. is running a big prize contest for Lux in Britain. Fifty-three cash prizes and various trousseau items are being offered for best completions of the sentence beginning: "I would use Lux for my dream trousseau item and everything I wash myself because..." Top prize is \$2,100. Lintas Ltd. is the agency.

search. They will also be studied by the two representatives going to America.

in a flash!
...call us!
WE CAN HELP YOU MEET YOUR DEADLINE!



MATS • PLASTIC PLATES • ELECTROTYPES

Progressive MATRIX COMPANY

WAbash 2-1204 • 517 SOUTH JEFFERSON ST., CHICAGO 7, ILL.

Agency's Report on Italian Advertising Shows Newspapers, Magazines Garner 60%

MILAN, ITALY, April 6—Advertising expenditures in Italy totaled \$56,000,000 in 1952, with 60% going for space in newspapers and magazines.

These estimates come from "A Spotlight on Advertising in Italy," a booklet just produced by G. B. Vandone, Milan advertising agency.

The booklet, which comes in an English translation, will serve as an extremely valuable guide for advertisers. In 20 pages it covers the entire media picture in Italy, giving details on circulations and rates.

It has always been difficult—to say the least—to get information on Italian advertising. Unlike France and Britain, Italy has no audit bureau which checks circulation figures.

It is also common practise for companies to guard jealously their advertising figures, particularly

from government tax collectors. This new study, limited as it is, thus helps to fill a big gap.

The study emphasizes the need for advertisers to know the local situation. It points out, for example, that space rates "are subject to extremely variable discounts (ranging from 5% up to 25%), according to the total amount, the duration, and other circumstances for every contract."

Commissions for advertising agencies are also variable. Generally it is 10%, but it can go as low as 5%. In very few cases do agencies get the 15% which is standard in the United States and Britain.

Most publishing houses have no advertising offices of their own. Instead they work through space brokers, who represent a great many publications. Some of these reps are important and powerful

He has quit relying on office copies of Ad Age

.... A tip to you from

GLEN C. LIVEZEY

Ass't to the President

INGALLS-MINITER COMPANY

Boston, Mass.



"For five years I foolishly relied on an office copy of Ad Age. Frankly, office reading only started to fill my needs. During the last few years I've had AA sent to my home. Now I can read it from cover to cover, whereas before I had to skim through only occasional paragraphs. I am being rewarded with a big plus of ideas occasioned by this careful reading."

BONUS OFFER TO HOME SUBSCRIBERS

Why not try Mr. Livezey's method of careful home reading? Mail the coupon below for a \$3 year's subscription of AA—and get with it—FREE—a bonus copy of "Mail Order and Direct Mail Clinic."



Advertising Age
Dept. A12, 200 E. Illinois St., Chicago 11, Illinois

Please enter my 1 year subscription to Advertising Age and mail it to my home address. I am to receive FREE a copy of "Mail Order and Direct Mail Clinic."

My name _____ Title _____
Company _____
 Home Street _____
 Company _____
City _____ Zone _____ State _____

- My check for \$3 is enclosed.
- Bill me later.
- Bill my firm.

FOR THE 2nd STRAIGHT YEAR

CARRIED MORE LOCAL GROCERY LINAGE . . . THAN ANY OTHER IOWA DAILY

WATERLOO DAILY COURIER

1,357,188 LINES

JUNE 1 THRU DECEMBER 31, 1952 WE CARRIED A TOTAL OF 167,944 LINES OF NATIONALLY ADVERTISED PRODUCT TIE-INS IN 6195 INSERTIONS . . . proof our grocers are cooperative. You may have a copy of our tie-in report FREE on request to see how your products rated in our local grocery advertisements.

Here is proof . . . proof that this is one of the Richest, most profitable TEST MARKETS in the Mid-west . . . A Market covered only by the Waterloo Daily and Sunday Courier.

Let our advertising and merchandising department show you what can be done with your product. Write.

Waterloo Daily Courier
FIRST WITH THE NEWS
WATERLOO, IOWA

companies. S.P.I. of Milan represents exclusively more than 150 daily and periodical publications all over Italy.

There are 126 daily newspapers in the country, with 72 concentrated in northern Italy. The leading paper is the *Corriere della Sera* of Milan, which circulates in many big towns. Its circulation is estimated at 420,000-450,000—more than double that of any other paper. Circulations of other metropolitan dailies range from 100,000 to 200,000. The *Corriere della Sera* has the highest rates—\$1.80 per column inch.

Italy has 530 magazines, but the study says "only about one-tenth of them can claim to give national coverage in their respective fields." The popular illustrated weeklies are considered "excellent advertising media." There are about 15 mass circulation weeklies.

Domenica del Corriere sells for 5¢ and has an estimated circulation of 1,350,000. *Radiocorriere*, radio program magazine, sells 1,000,000 copies. Space rates for the leading weeklies range from \$12 to \$36 a column inch. *Epoca*, a general magazine with an estimated circulation of 275,000, offers a four-color page for \$1,040.

In the monthly field *Selezione Dal Reader's Digest* heads the list with a circulation of 400,000, more than four times that of its nearest competitor. A page in the *Italian Reader's Digest* costs \$625.

The government has a monopoly in broadcasting and one company, SIPRA, handles all radio advertising. At the end of 1952 there were 4,260,559 radio licenses in force—or 9 sets per 100 inhabitants.

Advertising is confined entirely to spot announcements and is also restricted to certain periods. No message can be more than 25 words. Rates (scheduled to go up 20% this year) are now \$80 for a 12-word message, plus \$4 for every extra word.

The study says: "There is no doubt that radio, immediately after the Press (magazines and newspapers), is the best advertising medium in this country."

Movie advertising has developed rapidly since World War II. There were 8,898 cinemas in Italy at the end of 1952. Attendance during 1951 was officially estimated at 696,740,580.

Movie screens can be utilized in two ways—with slides or filmlets. Rates vary considerably according to the size of towns, number of seats and whether a theater is a first-run, second-run or third-run house. The average cost of a good filmlet is about \$30 a foot.

Posters are "widely used" in Italy, "but chiefly as complementary to press advertising." Production is "rather good." An advertiser will need about 30,000 posters for national coverage.

The Vandone agency study is getting wide circulation. *Reader's Digest* has ordered 200 copies and will distribute them to leading advertising agencies in different countries.

In addition, the American Chamber of Commerce for Italy, with headquarters in Milan, has ordered 400 copies to be sent to every chamber of commerce in the United States.

Dutch Shell Loses 'I.C.A.' Additive Trademark Battle

AMSTERDAM, April 7—Royal Dutch-Shell has lost an action aimed at stopping Caltex Petroleum Corp. from using the words, "I.C.—Plus," in its gasoline advertising.

Shell has been introducing its

additive, I.C.A., all over the world. It was first launched in the United States last year, where it is termed T.C.P. (AA, Sept. 7, '53). And in the past few months Shell has used big spaces to announce the development in Western Europe and Africa.

The I.C.A. campaign has been the leading gasoline campaign in Britain and Holland.

When Caltex started to use the slogan, "I.C.—Plus," Shell took its rival to court. But the Dutch court ruled that I.C.A. meant nothing more than "ignition control additive" and could not be considered as a copyrighted trade mark.

The Shell company was ordered to pay costs.

Trust Joins Cabbot & Coffman

Alex Trust, formerly senior account executive of Goldman & Shoop, Pittsburgh, has joined Cabbot & Coffman, Pittsburgh, as an account executive.

- Complete direct mail service to all important toy outlets
- 98-page booklet on **MARKETING and MERCHANDISING OF TOYS**
- **GUIDE TO BUYING TIME**—department stores, wholesalers and chains
- List of more than 300 **FACTORY REPRESENTATIVES**
- Direct mail bulletin, **TIPS TO TOY-BUYERS**—featuring toy items manufactured by advertisers in T&N. Mailed Free!
- Assistance in securing new toy ideas
- A **BUYER'S GUIDE**, more than 540 pages, published annually

Write for Free Copies of These Selling Aids or Further Information Concerning Them.



ONLY TOYS and NOVELTIES OFFERS ADVERTISERS MORE IN SPECIAL SERVICES —
one step further

TO MAKE YOUR ADVERTISING MORE EFFECTIVE

TOYS and NOVELTIES

CHICAGO 1, 307 N. Michigan Avenue
Tel. RAndolph 6-0743
NEW YORK 10, 200 Fifth Avenue
Tel. ORegon 5-1566
LOS ANGELES 17, 1127 Wilshire Blvd.
Tel. MADison 6-3611



HOW HOT IS THE WORLD WE LIVE IN?

LIFE Magazine's great stories on "The World We Live In" are currently the hottest magazine series going.

Now in cooperation with LIFE, this series becomes a great new radio program, with all the excitement and appeal of the original articles.

The subject is endless, and endlessly fascinating: from the origin of the earth to the world's probable end. No cameraman was there when the earth was born so this is a story uniquely suited to radio. Radio preserves the authenticity which makes these real-life dramas more amazing than anything we could write.

Here is the "something new" which radio listeners and sponsors have been asking for. But it's no experiment. The tremendous success of the LIFE series is proof how strongly man's own story grips our imagination.

This makes THE WORLD WE LIVE IN (every Friday evening, 9:30 E.S.T.) a unique advertising vehicle. A sponsor can quickly capitalize on the "expectancy" established by this famous LIFE series, and by the acclaim that the radio program has already evoked.

It pays to get it while it's hot.

ABC RADIO NETWORK

'54 TV Sales Show Gain Over '53 Level

WASHINGTON, April 9—TV sales at retail during the first two months of 1954 were higher than the same 1953 period, according to the Radio-Electronics-Television Manufacturers Assn. Radio sales showed a decline.

For the two months, sales of tv sets in 1954 totaled 1,267,934, compared with 1,777,195 in January-February, 1953. However, Feb-

ruary, 1954, sales were 536,017 compared with 537,122 in February, 1953.

Retail sales of radios, exclusive of automobile radios, were 573,302 for the two months, compared with 922,248 in the 1953 period.

Westinghouse to Buy KPIX

Westinghouse Electric Corp., Pittsburgh, has signed an agreement to buy KPIX, San Francisco, from Wesley I. Dumm and associates, subject to FCC approval and "the outcome of tax legislation

now in Congress, affecting this type of transaction." Westinghouse Broadcasting Co., a wholly owned subsidiary, operates television stations in Boston and Philadelphia, and has made application for additional tv outlets in Pittsburgh and Portland, Ore.

Les Brownlee Joins 'Look'

Les Brownlee, formerly with General Electric Co., has joined the advertising sales staff of Look, New York.



MARK F. COLLINS, formerly retail advertising manager of the Albany Times Union, has been named advertising director of the Boston Post. He succeeds Morris B. Kerr, who has been promoted to assistant to the publisher.

Fawcett Will Stop Publishing 'Today's Woman'

(Continued from Page 1)
more profitably in our other magazines and book projects."

Mr. Fawcett did not reveal any total loss figure, but he said that several issues in the past year have shown small profits. It was disclosed that offers to buy the magazine—made by other publishers in the past, and in the last 12 months—had been rejected by Fawcett.

"These offers," it was said, "had been the basis for numerous rumors in the industry that the magazine had been sold, or was about to be sold. As of today, no other publisher has acquired the property, although several have expressed interest."

■ Within the past month, AA learned elsewhere, *Today's Woman* sent out a letter to distributors which indicated it was planning to move its cover price from 25¢ to 35¢; that it planned to follow *Cosmopolitan* in calling a halt to soliciting subscriptions except at the full copy price; that the guarantee would be lowered, and that page rates would be sliced.

That decision was subsequently scrapped, and the move was taken to discontinue the "magazine for young wives."

Fawcett said that "some, but not all" of the staff of *Today's Woman* have been transferred to other posts and that the others would get final checks on April 9.

The company currently puts out *Mechanix Illustrated*, *True*, *Motion Picture*, *True Confessions*, *True Police Cases*, *Startling Detective*, *Real Police Stories*, and *Cavalier*.

Today's Woman had advertising revenues of \$2,360,377 in 1953, according to Publishers Information Bureau. This was 8% off the 1952 figure of \$2,565,322. In 1951, revenues amounted to \$2,732,291 (all PIB figures).

NAVA Offers Trade List

The National Audio-Visual Assn., Evanston, Ill., has published a 24-page "NAVA Membership List and Trade Directory," which includes information on types of sales, film library, equipment rentals and services offered by more than 450 audio-visual dealers. The directory is available free from NAVA.

"AD" MEN

WHO KNOW GOOD EATING

Often Entertain & Eat

AT

RICKETT'S

(Chicago Ave. & Michigan)

- AND -

LONDON HOUSE

(Wacker & Michigan)

- WHERE -

FAMOUS "VIENNA" CORNED BEEF

Is A Regular Menu Feature

Other "Vienna" Treats are: Franks & Baked Beans—Thuringer Sausage & Kraut—Beef Tongue & Spinach—Knackwurst & Potato Salad—Cold Cuts of "Vienna" Salami & Bologna

- All are Proud Products of -

VIENNA SAUSAGE MFG. CO.
Chicago & Los Angeles

SUMMER IS THE BONUS SELLING SEASON ON KOA!

KOA's Western Market normally delivers 4,163,700 people and opens family pocketbooks.

BUT THEN COMES THE SUMMER WITH BONUS AUDIENCE!

- **Bonus Number One**—Car radios—a total of 1,854,200! Nearly 1.5 million hours of car radio listening every day! All that PLUS tourist listening!
- **Bonus Number Two**—More than 12.5 million tourists vacation an average of 8.8 days in the Mountain States... spend more than \$600 million!

Get with it man! Get your message on KOA—THE SINGLE STATION NETWORK!

WRITE TODAY FOR COMPLETE DETAILS ON KOA'S SUMMER BONUS

KOA serves more people who can't get TV than any radio station in America!



For food advertising

KOA FOOD LEAGUE

30,000 WATTS

reaches America's most food-conditioned audience.

KOA DENVER

NBC in the West

Call Petry

No matter how you do it . . .

IT PAYS TO CROSS THE DELAWARE



Things have never been better here! It would be hard to find a family—or business leader—on the Delaware's New Jersey side that wouldn't agree. Their optimism is reflected in output, sales and salaries. And for the best selling job here, you need the two dailies that virtually all of these people read—THE TRENTON TIMES and THE CAMDEN COURIER-POST. There is no other way because no outside paper equals their coverage. In New Jersey, it's especially true that "all business and selling are local."



MARKET FACTS on request. Write for official portfolio compiled by State government. Most helpful in sales planning. Address COURIER-POST, Camden, N. J., or TIMES, Trenton, N. J.

The one way to cover the **EXPANDING SIDE** of the Delaware Valley . . . the eastern half

CAMDEN Courier-Post
TRENTON Times

Represented by
GEORGE A. McDEVITT CO., INC.
New York • Chicago • Philadelphia
Pittsburgh • Detroit

The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes. As reported in the Journal of the American Medical Association, these tests proved that of all the filter cigarettes tested, one type was the most effective for removing tars and nicotine.

This type filter is used by Kent...and only Kent!



The advertisement at left was published in the newspaper monthly by the makers of KENT cigarettes.

THIS ADVERTISEMENT was based on research reported in two issues of The Journal of the American Medical Association. These issues were Vol. 152, No. 10, pages 917-920; and Vol. 154, No. 8, page 678, where you may be interested in reading the full reports.

Leading newspapers carried the story of these tests in their editions of February 19 and 20.

KENT, of course, was not mentioned by name in any of the American Medical Association's tests or reports. We have been told that The American Medical Association does not endorse any products in this field. But the type of filter that proved most effective in the tests is a type that is used only by KENT, as stated in the advertisement above.

Special Note to Cigarette Buyers: KENT cigarettes are made with the finest tobacco leaves and are packed in airtight containers to keep them fresh. Remember KENT's Micronite Filter—the right, most effective filter on any cigarette—made by the makers of KENT cigarettes.

P. Lorillard Company MAKERS OF KENT CIGARETTES

REBUTTAL—This page ad for Kent cigarettes ran in 80 to 100 newspapers across the country last Thursday. P. Lorillard Co. calls it a rebuttal to the AMA's attack on Kent claims. Although the ad in the upper left hand corner is supposed to be a duplicate of the ad that started all the ruckus, a final paragraph that appeared in the original ad has been dropped. It read, "So if you are ever bothered by nicotine and tars in tobacco smoke, change to Kent for real smoking enjoyment and real protection!" Young & Rubicam, Lorillard's agency, said the paragraph was deleted for space reasons and nothing else.

AMA Looses Blast at Lorillard for Kent Rebuttal Ad

(Continued from Page 1) the latest advertisement by P. Lorillard Co., maker of Kent cigarettes, is as reprehensible and misleading as the first full-page advertisement."

Lorillard's advertising director, Alden Davis, came to Chicago last week to confer with Dr. Austin Smith, editor of the *AMA Journal*, about the highly controversial Kent ads. Details of their conversation are not known, but the appearance yesterday of the second Kent ad using AMA findings indicates that their talks did not wind up with the lighting of any peace pipes.

Dr. Lull's statement continues as follows:

"Recently there has been much publicity given to a possible relationship between cancer and tobacco. The implication in the Kent cigarette advertising that the re-

moval of some of the tars and nicotine by the Kent filter protects the smoker is misleading. The relationship between cigarette smoking, cancer of the lung and other pathologic conditions is still not entirely clear to medical scientists.

"In their advertisements, the P. Lorillard Co. made unauthorized use of the name of the American Medical Assn. and its *Journal*. Such blatant hucksterism was partly responsible for the Association's decision to discontinue cigarette advertising in all of its publications as of last Jan. 1."

Kelvinator Really Joined Block in Backing 'Danger'

Block Drug Co., Jersey City, N. J., and Kelvinator division of Nash-Kelvinator Corp., Detroit, are, as AA's caption said last week, now collaborating as alternate sponsors of "Danger" over CBS-TV.

However, a line of type dropped out of the caption caused Kelvinator to be misidentified as the old sponsor of the show. Block has carried "Danger" every week for the past four years; Kelvinator is the newcomer to the series and is now taking alternate weeks of the mystery drama with Block.

Last Minute News Flashes

Universal Oil Products Names Marsteller

CHICAGO, April 9—Universal Oil Products Co. has named Marsteller, Gebhardt & Reed, Chicago, to handle its advertising, as well as that of its subsidiary, Procon Inc., effective May 1. Simmonds & Simmonds formerly handled the account.

New Seagram Gift Promotion to Start April 26

NEW YORK, April 9—Seagram-Distillers Corp. will break a new gift promotion campaign for Seagram's 7-Crown whisky with a spread in *Life*, April 26. This will be supported by ads in 562 newspapers, April 26, May 3 and 10, and pages in *Argosy*, *Collier's*, *Ebony*, *Field & Stream* and *VFW Magazine* in May. Warwick & Legler is the agency.

Frietsch Named Ad Manager for Philco Radios

PHILADELPHIA, April 9—John S. Frietsch, district representative for appliances in Cincinnati for Philco Corp., has been named advertising manager of the company's radio division, a new position.

Paper-Mate May Sponsor Program on ABC-TV

NEW YORK, April 9—Paper-Mate Eastern Inc. reportedly will become alternate-week sponsor of the "Stu Erwin Show" (ABC-TV) with General Mills, the present weekly backer, effective May 14. This is the first network video buy for Paper-Mate, which has been and will continue to be a heavy tv spot user. Foote, Cone & Belding is the agency.

'Everywoman's' Joins ABC; Other Late News

• *Everywoman's*, New York, has been elected to membership in the Audit Bureau of Circulations.

• John H. Sheldon, formerly assistant to the president of Lennen & Newell, New York, has joined the contact staff of Kudner Agency, New York.

• Amplex Lighting Products, Brooklyn, has named Ellington & Co., New York, to handle its advertising. The account was formerly with Beatty & Oliver.

• Yardney Electric Corp., New York, has named Gaynor & Co. to handle its advertising and public relations. Yardney is a new advertiser.

• Sinclair Refining Co., New York, and Sun Oil Co., Philadelphia, have both scheduled campaigns for their contributions to the spring flood of new premium gasolines. The Sun anti-knock gas campaign, starting April 12, will be concentrated in newspapers and radio in 300 markets through Ruthrauff & Ryan, New York. Sinclair's drive starts April 20 with ads in 400 newspapers in 275 cities and spots on 26 tv stations in 21 cities for Sinclair Power-X. Sinclair will continue promotion of its new extra duty motor oil through the summer with color ads in *Collier's*, *Life*, *Look*, *Pathfinder-The Town Journal* and *The Saturday Evening Post*. Morey, Humm & Johnstone, New York, is the agency.

• Frederic Gamble, president of the American Assn. of Advertising Agencies, called on Mayor Wagner of New York Friday to protest a city sales tax affecting agency billings. Don Clifford, head of the New York council of the Four A's; counsel George Link Jr., and James McGarry, assistant to the president of Batten, Barton, Durstine & Osborn, accompanied Mr. Gamble. (See story on Page 42.)

'Washington Post & Times-Herald' Makes Four Assignments

WASHINGTON, April 9—Four top-level assignments were announced today by the recently merged *Washington Post & Times-Herald*.

Donald M. Bernard, who had been advertising director of the *Post*, has been elected v.p. and advertising director. Mr. Bernard is also president of the Newspaper Advertising Executives Assn.

Jack M. B. Sacks, who had been manager of general advertising for the *Post*, and W. Frank Gatewood, who had been business manager of the *Times-Herald*, have been elected assistant advertising managers. Mr. Gatewood will be in charge of local advertising.

Raoul Blumberg, who had been retail advertising manager of the *Post*, has been appointed assistant general manager.

Mr. Bernard said today that the advertising staff of the paper has been expanded about 20% since the merger last month. Nine people have been added in retail and general and 15 in classified, he said.

Meanwhile, it was announced that George Titus, formerly promotion manager of the *Times-Herald*, has joined Woodward & Lothrop, Washington department store, as assistant advertising director.

CHARLES WALLACE

NEW YORK, April 9—Charles Wallace, 48, treasurer of Birmingham, Castleman & Pierce, died yesterday of a heart attack at his home in Arlington, N. J.

Mr. Wallace had been with the

agency since 1952 as treasurer. Before that he had been associated with Donahue & Coe. He was graduated from New York University in 1939 and shortly afterward became a certified public accountant, and continued in the accounting field until he joined Donahue & Coe in 1946.

R. J. KENNARD

STATE COLLEGE, Pa., April 6—Richard J. Kennard, 53, president of Progressive Publishing Co. and Centre Broadcasters Inc., died April 2 of a heart ailment.

Progressive publishes the *Progress*, Clearfield, Pa., and Centre operates Station WMAJ here. Mr. Kennard was also an officer of Clearfield Broadcasters Inc., operator of Station WCPA, Clearfield; WAKU, Latrobe, Pa., and WJCM, Sebring, Fla.

Adolph's Backs Godfrey

Adolph's Ltd., Los Angeles, has bought a 15-minute alternate week segment of Arthur Godfrey's morning show (CBS Radio). Erwin, Wasey & Co. is the agency. Adolph's is on on Fridays when the show, simulcast the rest of the week, is carried only on radio.

Byer & Bowman Adds One

Barton Distilling Co., Bardstons, Ky., has appointed Byer & Bowman, Columbus, O., to handle its Colonel Lee bonded sour mash bourbon.

Foley Ad Elects Morgan

A. Edward Morgan, v.p. of Richard A. Foley Advertising, Philadelphia, has been elected exec. v.p. and a member of the agency's board of directors.

GOP Mapping Big TV Campaign for Fall Congressional Races

(Continued from Page 1)

to assure GOP control of the next Congress.

Getting down to the mechanics of campaigning, he told the women that it isn't necessary to pick candidates solely because they are telegenic, "but don't forget that we have already had instances where a complete unknown has been put over because he had good tv personality.

"In the future it may turn out, as it did in radio, that the charm wears off, and people discover that a charming voice does not necessarily mean a charming senator," he said. "In a few years we may be able to relax, but right now we have the problem. Don't back a candidate merely because he looks good on tv; but don't forget that problem when you select your candidate."

Mr. Humphrey reported that the GOP will also provide its candidates with a large inventory of films, film strips and other visual aids "to get the facts to the people," as it has in the past two congressional campaigns.

One film, summarizing the Harry Dexter White case, was previewed at today's meeting. It was made entirely from film clips of Attorney General Brownell, former President Truman and other personalities who participated in the recent hearings.

'Recession' Calls for More Merchandising, Crain Tells Group

BUFFALO, April 9—Improved merchandising of industrial products was stressed at the clinic meetings featured at a regional conference of four chapters of the National Industrial Advertisers Assn. here yesterday. Groups from Buffalo, Rochester, Hamilton and Toronto participated.

The theme of the conference was highlighted in an address by G. D. Crain Jr., publisher of *ADVERTISING AGE, Industrial Marketing and Advertising Requirements*.

Mr. Crain told the group that the "recession—the change from 1953's superboom to high-level prosperity in 1954" meant a return to "the good old competitive era we've been getting ready for during the past several years."

"This situation, I feel, is made to order for the modern advertising and merchandising executive, who in a period of huge backlogs, when delivery was more important than sales, had little opportunity to demonstrate what he could do," he said.

Mr. Crain added that through "research translated into improved design and better production methods converted into lower and more attractive prices to the customer" an industrial firm can improve its marketing position and meet the needs of its customers.

He said that "the big, dramatic idea which is the characteristic of good merchandising must be adopted as a company program."

Clinic sessions were devoted to such subjects as getting cooperation from dealers and distributors; merchandising advertising to distribution organizations and helping salesmen sell, as well as agency-client relationships; handling inquiries, and planning campaigns.

Demand for cooperative advertising was reported, but resistance to the idea was indicated on the ground that it is too costly to police the operation of plans of this kind.

National Nielsen-Ratings of Top TV Shows Two Weeks Ending March 13, 1954

All figures copyright by A. C. Nielsen Co.

TOTAL HOMES REACHED			PROGRAM POPULARITY*		
Rank	Program	Homes (000)	Rank	Program	Homes (%)
1	Love Lucy (Philip Morris, CBS)	16,919	1	Love Lucy (Philip Morris, CBS)	61.1
2	Dragnet (Liggett & Myers, NBC)	15,296	2	Dragnet (Liggett & Myers, NBC)	56.4
3	You Bet Your Life (DeSoto-Plymouth, NBC)	13,273	3	Milton Berle (Buick, NBC)	49.7
4	Milton Berle (Buick, NBC)	13,141	4	You Bet Your Life (DeSoto-Plymouth, NBC)	48.6
5	Colgate Comedy Hour (NBC)	11,802	5	Jackie Gleason (Schick, Sheaffer, Nescafe, CBS)	46.4
6	Jackie Gleason (Schick, Sheaffer, Nescafe, CBS)	11,656	6	Goodyear TV Playhouse (NBC)	43.0
7	Goodyear TV Playhouse (NBC)	11,494	7	Godfrey's Talent Scouts (Lipton, CBS)	42.7
8	Philco TV Playhouse (NBC)	11,146	8	Colgate Comedy Hour (NBC)	42.5
9	Gillette Cavalcade (NBC)	11,135	9	Gillette Cavalcade (NBC)	42.1
10	Godfrey's Talent Scouts (Lipton, CBS)	10,807	10	Philco TV Playhouse (NBC)	41.7

* Percentage of homes reached in area where program was telecast.

Liller, Neal & Battle Moves

The New York office of Liller, Neal & Battle has moved to larger quarters at 399 Madison Ave.

Carry your Secretary in your pocket!



minifon

world's only POCKET-SIZE recorder

Minifon goes anywhere, works unseen, takes up to 2½ hours dictation time. Clearly records conversations, spot interviews, reports, meeting notes, speeches. Recordings are fully controllable, easy to edit or erase and may be posted as letters; recording wire re-usable. Minifon works on self-contained battery or AC, plays back through own headphones or any radio speaker, has playback control for typist. Write for information.

for information write to



GRISSE-AMERICA
DEPT. M
Chicago 45, Illinois

Polyethylene Is Hottest Thing in Packaging, American Management Assn. Group Is Told

(Continued from Page 2) undergoing ever-widening applications, the American Management Assn. reports, with plastic squeeze bottles now being used for more than 2,000 products.

For the home there are cleaning solutions, insecticides, glue, hand lotion, syrups, ketchup, deodorants, hair sprays, suntan lotions and windshield de-icers. For industry there are plastic carboys and safe packaging for chemicals, acids and other industrial liquids.

Looking beyond polyethylene, John A. Warren, packaging consultant to American Home Products Corp., New York, and v.p. in charge of the AMA packaging division, pictured developments which he thinks may have equal importance in packaging.

Mr. Warren, who opened the three-day conference portion of the program held in conjunction with the packaging exposition, predicted that canned foods will rise again to challenge frozen foods.

This will be done, he said, through partial, flash cooking of food during canning. To the consumer, this will mean palatable, wholesome canned vegetables instead of reheated, overcooked and taste-drained food caused by present methods, Mr. Warren said.

Plastic films, he warned, are far from perfect and there are

still many lessons this fastest growing branch of the packaging industry has to learn.

Attendance at the packaging show surpassed all previous AMA expositions in Atlantic City, with an estimated door registration of 25,000. This figure, however, fell short of last year's record 27,700 attendance in Chicago. With some 360 exhibitors of consumer and industrial packaging assembled in Convention Hall, exhibits for the first time utilized the building's entire show capacity, on the boardwalk level, the stage and the lower level.

Easy-to-open disposable packages attracted considerable interest at a number of the exhibits. One, foil pan shown by Aluminum Co. of America and sold by Top-Pop Products Co., Detroit, pops corn in foil that expands and keeps the popcorn hot during serving.

Of several packaging case histories related in the conference, that told by the five-man panel of Sears, Roebuck & Co. was by far the most informative. Carefully rehearsed beforehand, the panel disclosed in documentary fashion how the firm increased retail sales by redesigning labeling and packaging on some of the 40,000 items carried in its 700 stores. (The mail order catalog has 100,000 items.)

Formerly, Sears' ad copy was merely transferred to labels and packages. Now the company relies on point of sale emphasis in retail outlets through the package itself, panel members said.

Some products, however, defy packaging, the Sears' men said. Housewives still insist on guess-measuring long winter underwear for fit by holding the garment against the shoulders of the nearest salesman. Slips and sweaters



FULL HOUSE—Exhibition hall was packed during the American Management Assn.'s packaging conference in Atlantic City as an estimated 25,000 persons attended sessions on what's new in packaging and inspected the wares of the 360 exhibitors of packaging material and equipment.

were boxed, but Sears found that sales personnel found it easier to throw away the package and pile up the garments.

Manufacturer tradition is harmful in retailing, the panel said, especially the belief that window displays are necessary in outlying stores. The panel members said supermarkets found this out several years ago, and Sears has adopted the approach because of this reasoning: "The customer knows that what he came for is inside, so why slow him up?"

Another panel presentation, by Monsanto Chemical Co., explained how the company coordinates its industrial packaging through development, purchasing, production, transportation and sales.

A problem highlighted by Monsanto was an infrequent one of overpackaging—i.e., a package about which no complaints of damage or breakage are received. This indicates, said the panel, that the package is too well made and that too much money per package unit has been spent producing it. Then the package is redesigned. A low maximum number of complaints, on the other hand, is considered a healthy sign, providing that damage or breakage claims are not too high.

Kraft Foods Co., Chicago, panel said that after tests of shipping containers, between 25 and 30 containers have been reduced in strength, with considerable savings annually but at no loss in quality. At Kraft this approach has been instituted also in package design of such products as cream cheese by strengthening the foil wrapper and reducing the strength of the throw-away carton. Protection is equal, but costs were lowered by the change, panel members said.

One of the newest refinements in the art of packaging at the exhibit is canned blankets. A blanket is rolled up in a tin can, the armor providing dust-proof, moth-proof protection for the woolen goods.

Research Director Sought by ARF

NEW YORK, April 8—The Advertising Research Foundation has taken on so many research activities in the field of advertising that the organization's board of directors has voted to add a fulltime research director to the staff.

ARF, a tripartite non-profit organization which sponsors and oversees research on advertising subjects of broad general interest to the field, does no research itself. It sponsors and supervises research paid for by companies or associations, which are actually conducted under ARF supervision by independent research companies.

Lenhart Advertising Bows

Ralph L. Lenhart has opened his own agency, Lenhart Advertising, at 210 Fifth Ave., New York 10. Mr. Lenhart has spent more than 20 years in all phases of the agency business. He formerly owned an agency in York, Pa., and was recently with O. S. Tyson & Co.

McMurphy & Webber Adds 5

McMurphy & Webber, Portland, Ore., has been appointed to handle advertising and sales promotion for Granning & Treece Finance Cos., Western Machinery Corp., Oregon Food Merchants Assn., Plymouth Dealers of the Portland Area, and Citizens School Committee.

Kenyon & Eckhardt Boosts Two

Harold Sieber, formerly print buyer, has been appointed media coordinator in the media department of Kenyon & Eckhardt, New York. He will be succeeded as print buyer by John Shima, formerly assistant print buyer.

Moloney, Regan Moves

Moloney, Regan & Schmitt, New York newspaper representative, has moved to 261 Madison Ave.

JUST OFF THE PRESSES . . .

THIS TWIN'S

8th annual CONSUMER ANALYSIS

8,017,000 U. S. Families Earn \$5,000 or More

(Continued from Page 3) five income categories. As of the first of the year the number of urban families in the over-\$5,000 income bracket came to 6,713,000 or 22.9% of the total. In the \$3,000 to \$4,999 group, the number of urban families went from 11,998,000 to 13,026,000 or 44.4%.

For farm families, Macfadden's report considers only cash income available for expenditures and excludes "income" produced and consumed on the farm.

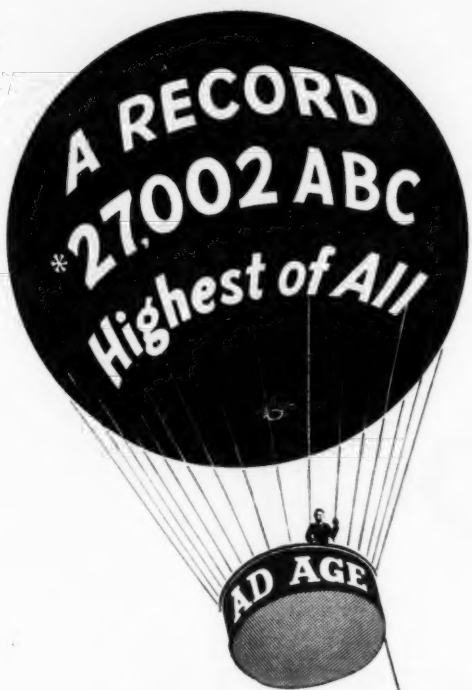
Macfadden Estimate of the Distribution of U. S. Families by Income Groups as of Jan. 1, 1954

	"A" \$5,000 & Over	"B" \$3,000 - 4,999	"C" \$2,000 - 2,999	"D" \$1,000 - 1,999	"E" Under \$1,000	Total
ALL U. S. FAMILIES						
Per Cent of Families in Each Group						
Jan. 1, 1954	18.3	32.3	23.3	18.0	8.1	100.
Jan. 1, 1953	18.1	31.2	23.9	18.5	8.3	100.
Number of Families in Each Group						
Jan. 1, 1954	8,017,000	14,116,000	10,208,000	7,876,000	3,531,000	43,738,000
Jan. 1, 1953	7,767,000	13,373,000	10,231,000	7,915,000	3,552,000	42,838,000
Change	250,000	743,000	-23,000	-39,000	-21,000	900,000
URBAN FAMILIES ONLY						
Per Cent of Families in Each Group						
Jan. 1, 1954	22.9	44.4	19.0	9.6	4.1	100.
Jan. 1, 1953	22.0	41.8	19.8	11.5	4.9	100.
Number of Families in Each Group						
Jan. 1, 1954	6,713,000	13,026,000	5,556,000	2,813,000	1,197,000	29,305,000
Jan. 1, 1953	6,314,000	11,998,000	5,683,000	3,301,000	1,406,000	28,702,000
Change	399,000	1,028,000	-127,000	-488,000	-209,000	603,000

*Adjusted to conform to new urban definition, 1950 Census.

ST. PAUL DISPATCH PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York—Chicago
Detroit
San Francisco
Los Angeles—St. Paul
Minneapolis



Soaring to a new high of 27,002, Advertising Age has again set an all-time record for ABC paid circulation in the advertising and marketing field. We are happy to have this numerical superiority. Nevertheless, we have always been more impressed by evidence which, in addition, substantiates quality and intensity of readership. These more significant facts are best revealed by readership surveys. Thus, we are proudest of the results of survey after survey . . . 42 in all . . . which prove conclusively Advertising Age's leadership in readership — that none compares to Ad Age in the reading preferences of the important people who are important to you!

* Average total paid circulation, publisher's ABC statement for last six months 1953



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS



Continuing one of the greatest growth stories
in magazine publishing...

Advertisers give LOOK the biggest first quarter in its history

This year, when advertising dollars must work harder and produce greater returns, advertisers invested more money in LOOK in the first quarter than in any other first quarter in LOOK's history. Here are some of the reasons why:

1. LOOK CIRCULATION AT AN ALL-TIME HIGH . . . 3,875,000*

LOOK's record of circulation growth is unrivalled in post-war publishing history

2. LOOK SIX-ISSUE READER AUDIENCE . . . 50,000,000

LOOK's editorial warmth, variety and vitality have drawn to its pages, issue after issue, one of the largest audiences ever assembled

3. RECORD RETAIL TIE-INS AND ACCEPTANCE

LOOK's realistic merchandising programs are designed to help advertisers sell their products. In 1953 LOOK developed 47,783 in-store tie-ins . . . more than LIFE, more than the POST, *more than any other major magazine*

4. LOOK DELIVERS MORE READERS PER AD DOLLAR

It is this efficiency, resulting from LOOK's exciting editorial appeal, that is the real pay-off for advertisers. It is also one of the big reasons for LOOK's position in the box score below:

FIRST QUARTER BOX SCORE		
Gain or Loss in Advertising Pages, 1954 vs. 1953		
	Number of Pages	Percent
LOOK	+7.50	+2.6%
LIFE	-5.86	-0.7%
Collier's**	-56.99	-20.5%
POST	-120.95	-12.5%

*most exciting
magazine in America*

LOOK
GARDNER COWLES, EDITOR

*Publisher's estimate, 1st quarter, 1954

**6 bi-weekly issues 1954 vs. 13 weekly issues 1953